Board of Trade Journal Supplement 4 March 1966

Overseas Trade Promotions

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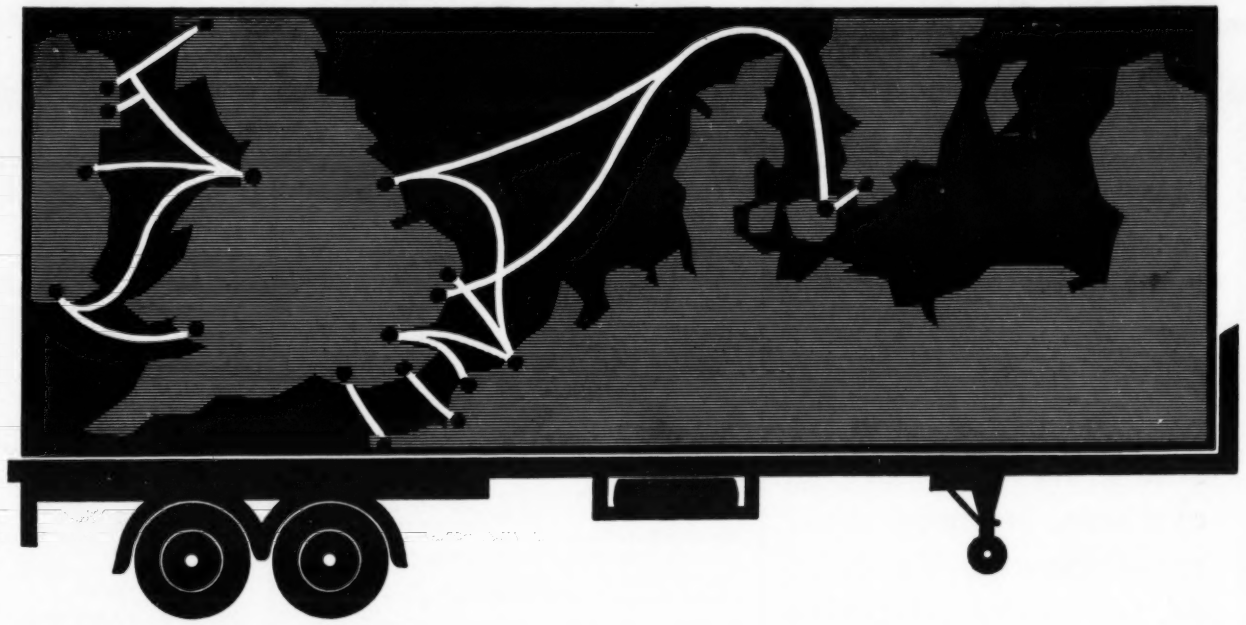

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Industrial Equipment & Services Exhibition
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Irish Packaging Exhibition
Northern Reprographic Exhibition

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Scotland's Food Exhibition

CURRENT EXHIBITIONS CALENDAR

1966

International Hotel & Catering Exhibition (Hotelympia)
January 18 – January 27
National & Empire Halls
Olympia, London.

The 1966 Furniture Show
January 31 – February 4
Earls Court, London.

CARPEX 66
International Carpet, Linoleum and Floor Coverings Fair.
February 21 – February 25
Earls Court, London.

Interior Design and Contract Furnishing Exhibition
February 21 – February 25
Earls Court, London.

IMBEX 66
International Men's and Boys' Wear Exhibition
February 21 – February 25
Earls Court, London.

Brighter Homes Exhibition
March 8 – March 26
City Hall, Manchester.

Scotland's Food Exhibition
April 19 – April 30
Kelvin Hall, Glasgow.

IBSAC 66
Industrialised Building Systems and Components Exhibition
May 10 – May 21
Crystal Palace, London.

Northern Reprographic Exhibition May 16 – May 21
City Hall, Manchester.

International Chemical & Petroleum Engineering Exhibition June 15 – June 24
Olympia, London.

The Tel Aviv International Trade Fair June 21 – July 9
Tel Aviv, Israel. (U.K. Agents)

The British Industrial Exhibition – Moscow.
July 8 – July 24
Sokolniki Park, Moscow.

International Laundry, Dry Cleaning and Allied Trades Exhibition July 14 – July 23
Olympia, London.

CONTACT ITF ANYWHERE IN THE WORLD

Brighter Homes and
Do-It-Yourself Exhibition
August 9 – August 20
St. George's Hall, Liverpool.

The 1966 Television & Radio
Show. August 22 – August 26
Earls Court, London.

St. Erik's International Trade Fair
August 31 – September 11
St. Erik's Hall, Lidingovagen,
Stockholm. (U.K. Agents)

Northern Floor Coverings Fair.
September 6 – September 9
The Exhibition Centre, Harrogate.

Industrial Equipment and Services
Exhibition
September 12 – September 17
City Hall, Manchester.

Irish Packaging Exhibition
September 26 – September 30
Main Hall, Royal Dublin Society,
Ballsbridge, Dublin.

Stockholm Technical Fair
September 28 – October 4
St. Erik's Hall, Lidingovagen,
Stockholm. (U.K. Agents)

Fashion in Footwear Exhibition
October 2 – October 6
Washington Hotel, London, W.1.

Building Trades Exhibition
October 11 – October 22
City Hall, Manchester.

"Do-It-Yourself and Hobbies"
Exhibition
November 8 – November 19
City Hall, Manchester.

1967

Dairy Engineering Exhibition
April 3 – April 7
Earls Court, London.

Food Machinery Exhibition
April 3 – April 7
Earls Court, London.

London International
Engineering and Marine Exhibition
and International Welding
Exhibition April 25 – May 4
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International Packaging
Exhibition May 22 – May 26
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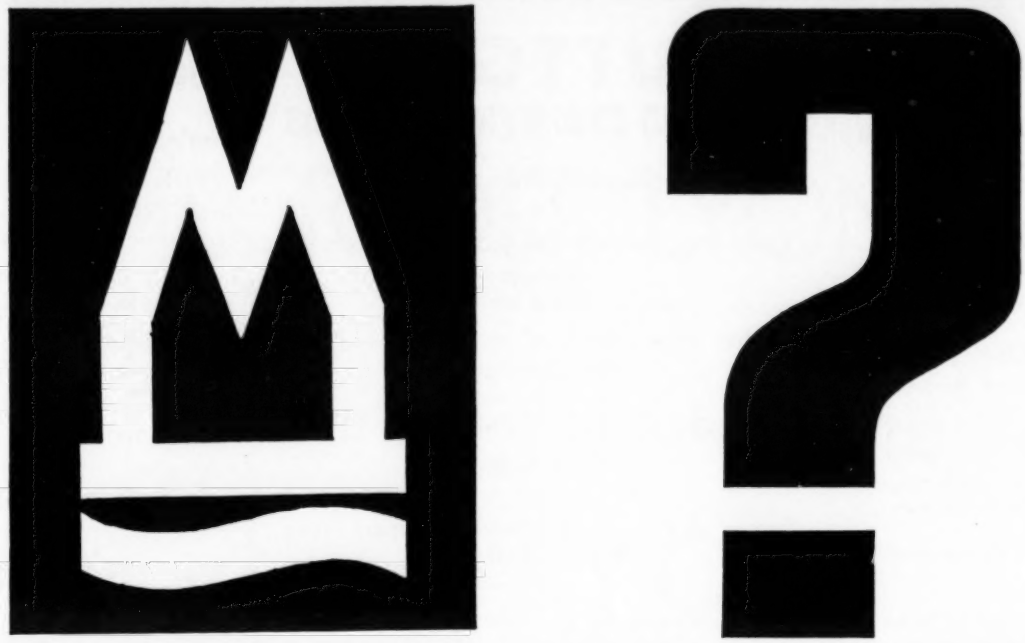

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Men's Fashion Week	26—28 August
Household Goods & Hardware Fair	9—11 September
Fair of Lingerie, Foundation Garments & Underwear	15—18 September
Bicycle & Motor Cycle Exhibition (IFMA)	24—28 September
Photokina (World Fair of Photography)	1— 9 October
The Children's and Baby Fair	14—16 October
Trade Fair of Sports Goods, Camping Equipment & Garden Furniture (SPOGA)	23—25 October

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COMING EVENTS 1966

30th March to 3rd April
INTHERM 66
International Trade Fair
Oil and Gas Heating

11th to 14th May
4th German Hospital Convention
and
INTERHOSPITAL
4th International Hospital Exhibition

3rd to 11th September
46th German Viniculture Congress, with International Exhibition

23rd to 27th September
indrofa 66
International Chemists' Exhibition

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COMING EVENTS 1967

Spring
"THE FRIENDLY SOUTH"
International Exhibition for the Hotel & Catering Trades

1st to 5th March
INTHERM 67
International Trade Fair
Oil and Gas Heating

8th to 11th June
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Overseas trade promotions

BOARD OF TRADE JOURNAL SUPPLEMENT, 4 MARCH 1966

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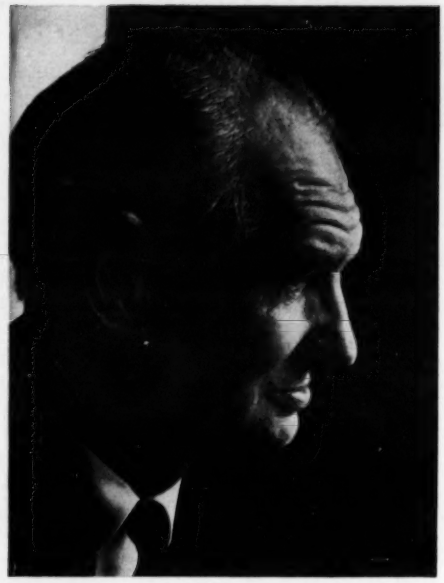
FRONT COVER PHOTOGRAPHS

Scenes from some recent overseas trade promotions. Reading left to right from the top down are: the British Pavilion at the Rand Easter show; a special promotion of British goods at the Maison Blanche department store in New Orleans; British agricultural machinery and the 'Scottish Tavern' at the Barcelona Trade Fair; the British Exhibition at Tokyo; part of a fashion show during British Week in Milan.

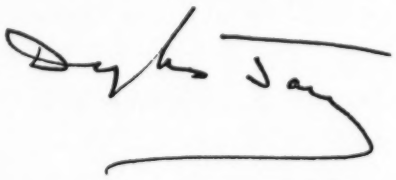


A message from the Rt. Hon. Douglas Jay, MP President of the Board of Trade

This supplement gives details of opportunities for British exporters to show their goods at trade fairs, British Weeks and store promotions abroad. It indicates the help available from public funds and services, and offers a guide to the programme of promotions planned over the next two years.

Through the Board of Trade, the Government is currently spending well over a million pounds a year in supporting the display of British goods in overseas promotions of various kinds. In this work we enjoy the valuable co-operation of the British National Export Council and other agencies that serve industry.

From testimonials in these pages you will see that individual firms and groups of firms have gained from participation—and so too of course has the national economy. But many more could do so and the main object of this publication is to encourage a far wider entry. Please study it carefully, and consider which of the world areas, and which of the types of promotion might be of interest to your export business. Then take full advantage of the help we offer. I am sure you will profit by it.



DISTINGUISHED VISITORS TO OVERSEAS TRADE PROMOTIONS

From left to right (top row): HRH Princess Margaret and Lord Snowdon during British Week in Amsterdam; HRH the Duke of Edinburgh with Sir John Ward (extreme right), British Ambassador in Italy, at the Ideal Home 'Casa Inglese' show during British Week in Milan; (Centre Row): HRH Princess Alexandra and Mr. Angus Ogilvy visiting the Bass, Ratcliff and Gretton stand at the British Exhibition in Tokyo; Mr. James H. Hoy (centre), Joint Parliamentary Under-Secretary, Ministry of Agriculture, Fisheries and Food, with Herr Willi Brandt (right), Governing Mayor of West Berlin, visiting the British 'Piccadilly supermarket' at the Berlin International Green Week Exhibition; (Bottom row): the Rt. Hon. Sir Robert Menzies (second from right), then Prime Minister of Australia, being greeted by Lord Boyd (second from left), Prime Warden of the Worshipful Company of Goldsmiths and Silversmiths, on opening day of the British Exhibition in Sydney 1964. Also in the picture are Sir Norman Kipping (extreme right), and Sir Peter Runge, Director-General and President respectively of the Federation of British Industries (now the Confederation of British Industry); Sir Patrick Dean, British Ambassador to the United States, and Lady Dean at the London Children's Look fashion show in New York; Sir Patrick Reilly, British Ambassador at Paris (third from left) with Mr. C. M. Rose, HM Counsellor (Commercial) (second from left) at the Paris International Building Exhibition BATIMAT.

Distinguished visitors to overseas trade promotions

What the Board of Trade does for industry at

OVERSEAS TRADE FAIRS AND BRITISH WEEKS

ONE OF THE MAIN functions of the Board of Trade concerns the promotion of exports and the help it can give to British industry to sell overseas. This covers a very wide field and includes substantial assistance – both in practical and financial forms – to would-be exporters in displaying their goods in other countries, either at organized trade fairs or in retail sales outlets during a British Week or at a store promotion. Financial assistance given by the Board of Trade to these various activities to increase our exports has more than doubled in recent years and for the year 1965/6 will be well over £1 million.

Responsibility for organizing these forms of promotion devolves on two branches of the Board of Trade: the British Weeks and Store Promotions Directorate and the Overseas Trade Fairs Directorate, in co-operation with the Commercial and Information Officers at overseas posts.

Overseas Trade Fairs

Trade fairs have been an accepted part of commerce since the Middle Ages, and there has been a noticeable growth in their number and scope throughout the world during the past few years. More and more firms are weighing the merits of this method of selling to overseas markets and are taking advantage of government assistance to exhibit in them. There are many practical ways in which the Board of Trade can help.

A general international trade fair covers all branches of industry, from heavy capital goods to consumer goods, and is usually open to the general public. Although there is a tendency in the more industrially sophisticated countries towards specialized events, a number of excellent general international trade fairs are held in Western Europe and, at the more important events (e.g. at the Brussels International Trade Fair, the Swedish Trade Fair at Gothenburg, or the Milan International Samples Fair), an official information stand is installed by the Board of Trade and manned by Commercial Officers of the overseas posts. This acts as a focal point for the British firms who exhibit at these fairs directly or through overseas agents.

Pavilions

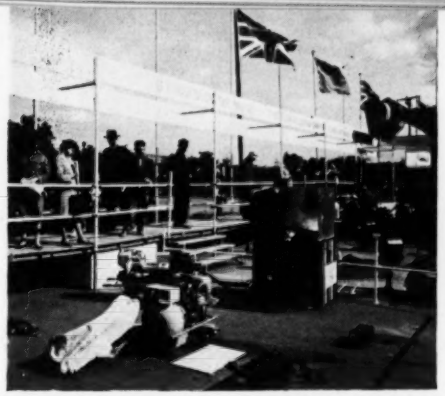
General trade fairs are organized regularly outside Western Europe. The Board of Trade assists industry by providing British pavilions at some of these events such as the Rand Easter Show at Johannesburg (styled the Republic Festival Show for 1966), and at Budapest, Poznan and Lima.

Joint Ventures

The President of the Board of Trade announced improved Joint Venture terms on December 1, 1965, operative from that date. These are given in detail on page 31 with comments from trade associations and others who have organized group displays on behalf of their members.

Under the Joint Venture Scheme, the Board of Trade, in co-operation with the trade association or other appropriate non-profit-making body, organize displays by groups of firms at specialized overseas trade fairs or in a specialized section of a general overseas trade fair. The primary purpose of this scheme is to encourage firms

Crowds sampling British confectionery at one of the largest store promotions held in Canada, at branches of T. Eaton and Company, last autumn. The Board of Trade supported more than 60 store promotions last year, most of them in the United States and Canada.



ABOVE (left to right): stand produced by the Central Office of Information on behalf of the Board of Trade and the Federation of Manufacturers of Construction Equipment at International Exhibition of Building Machinery in Moscow, 1964; British stand on the group display organized by Federation of British manufacturers of Sports and Games at SPOGA, the sports goods fair at Cologne, last October; Mr. A. H. Ballantyne, HM Consul-General, Frankfurt examining British textile goods on display at the Frankfurt 'Interstoff'. RIGHT: Crowds queuing to see British Exhibition in Sydney.

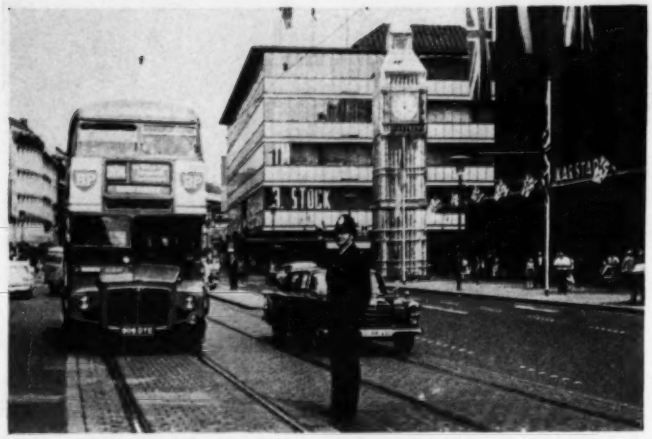
to use these events as a means of exploring and establishing themselves in export markets. This form of participation has been welcomed by British industry. It provides a relatively simple and economical method by which firms may exhibit. Its popularity may be judged by the increase in joint ventures since 1963 when 46 displays were organized at 36 events. In 1965 some 52 trade associations sponsored 75 joint venture displays at 57 events; already this year it is envisaged that over 110 joint venture displays will be organized.

Sometimes even though there may be good prospects for exports in a particular market, no suitable overseas trade fair exists at which a trade association could organize a display on behalf of its members. In such cases, the Board of Trade are willing to consider supporting, under the Joint Venture Scheme, a small British event in the territory concerned.

British Trade Fairs

From time to time the Board of Trade provides financial support for all-British trade fairs which are organized (often in conjunction with promotions of consumer goods through the shops) as major events for a concentrated attack on selected markets.

The British Embassy in Washington estimated that the 1964 series of store promotions in the United States generated store buying of British goods to the value of $5 million. This picture shows the Emett Railway display at Maison Blanche's store promotion in New Orleans.



Flags, double-decker buses, 'bobbies' and displays of British goods are features of British Weeks. Pictures here show British Weeks at (left to right), Dusseldorf and Copenhagen, 1964, Amsterdam and Milan, 1965.

WHAT THE BOARD OF TRADE DOES .... Continued

British Weeks

BRITISH WEEKS differ from trade fairs and other static displays in that their primary aim is to sell British consumer goods direct to customers in their own shops and stores or other retail outlets. The major British Week as we know it today has evolved in little more than two years from the more familiar promotion centred on a department store to a great sales effort in which the products of hundreds of British firms are offered to the public from every suitable shop in a chosen city.

British Weeks – and to a lesser extent store promotions – are complex operations in which the Board of Trade and the appropriate area committee of the British National Export Council work in close collaboration. Thus while the BNEC area committee mobilizes the support of British industry, the British Weeks Directorate, in conjunction with the British Mission overseas, makes the arrangements necessary for staging a major British Week, or supporting minor Weeks and individual stores' promotions.

It is usual for groups of buyers from stores to visit Britain to discuss arrangements and to investigate new buying. The BNEC area committee plays a prominent part in ensuring that maximum benefit is extracted from these visits.

Major British Weeks

In Europe, the British Weeks Directorate has been involved in the organization of four major Weeks since 1963 – Dusseldorf, Denmark, Amsterdam and Milan – with Lyons and Brussels yet to come. Further afield, a Week is now taking place in Hong Kong, and another is planned for Toronto next year.

The choice of place is of great importance. It must be somewhere where there is scope for increased sales of consumer goods, with freedom from inhibiting import or other trading restrictions. It is important that the local people – the Government, municipality, and the business community – should be in favour of the project and be prepared to welcome it. Finally it is essential that British manufacturers, including those already established in the market, should be willing to give their wholehearted support and to take advantage of the opportunity to develop their sales promotion efforts in the market.

The decision about when and where to hold the Week must be made not less than eighteen months before it is scheduled to open. Once this is agreed, a British Week Office is set up by the Board of Trade in the chosen city. Staff from this centre undertake an intensive round of visits to all shops within the 'target area' and to agents of British firms, to encourage the maximum stocking of British goods to meet the greatly increased demand which will occur both during and after the Week is over, and to take orders for the thousands of items of display material that is made available free of charge by the Board of Trade for use by local retailers and street associations. In addition, arrangements are made for special displays and for locally organized events. All these and many other matters, large and small, fully occupy the British Week Office during the preparatory period.

In London, the Directorate co-ordinates all these arrangements and ensures that the various activities can be contained within the overall budget. It also co-ordinates the efforts of the numerous agencies whose help is essential to the success of the Week, such as the Ministry of Defence, the British Council, the Council of Industrial Design, the Exhibitions Division of the Central Office of Information, and others.

The Importance of Publicity

The promotional and commercial aspects of a British Week are indivisible, and each Week is backed by a massive publicity campaign. One of the first tasks of the organizers is to arrange inaugural conferences at which the Week is announced to the press and to the business community of both countries. The nine Regional Offices of the Board throughout Britain are alerted, special posters advertising the Week are sent out for local display, and announcements appear in the *Export Service Bulletin* and in the *Board of Trade Journal*. Thereafter, the publicity manager of the British Week Office, in collaboration with the British Information Services, undertakes a promotional campaign in all media in the local press, radio and TV. This is based on material supplied to him by the Information Division of the Board of Trade and the Central Office of Information (over 200 feature articles alone, for instance, were sent out in this way for use in Milan). At home, the BNEC area committee and the Board of Trade Information Division are similarly engaged in providing a flow of news and feature stories about the forthcoming Week to national, provincial and trade

papers, and to the broadcasting authorities. Press conferences and briefing meetings are arranged for the benefit of British and overseas correspondents.

Supporting Events

A British Week is a bold and imaginative venture in which the basic commercial promotion is backed by all kinds of events which surround the shoppers with an inescapably British atmosphere, and the immense goodwill and enthusiasm which the Weeks arouse owes much to them. British music and drama, British films, British pubs, fashion shows, displays and exhibitions all have a vital role to play, while attractive displays of British goods in the windows, British military bands, policemen and double-decker buses in the flag-decked streets combine to produce an infectious air of bustle and festivity.

Minor British Weeks

There are also minor British Weeks, usually generated by city municipalities or street associations in towns abroad, which may arise from 'twinning' arrangements with towns in Britain. If retailers are prepared to stock up with British goods for the occasion the Board will provide display material for shops and arrange supporting events on a limited scale either wholly or partly at the town's expense. Assistance may be given to individual stores to help them to arrange special features and window displays to increase the selling impact of the Week. For these events the Board of Trade does not establish an office in the overseas city.

Technological Pavilion

A new feature will appear shortly on the British Weeks scene in the form of a Pavilion of Science and Technology which the Board of Trade has commissioned the Exhibitions Division of the Central Office of Information to design and construct. This pavilion will present to the man in the street at British Weeks the modern technological achievements of Britain; the exhibits in it, and the films shown, will have been chosen after advice from many sources, including the Ministries of Education and Science and Technology and industrial research organizations.

Store Promotions

The third kind of selling event abroad which is supported by the Board of Trade is a promotion initiated and organized by a department store or by a chain of stores as a commercial operation.

In 1965 the Board supported more than sixty store promotions, most of them in the United States and Canada, some of which were repeat operations. The British Embassy in Washington has estimated that the 1964 series in the United States generated store buying of British goods to the value of five million dollars.

Negotiations with stores, for promotions in 1966 are at present proceeding and indicate that there will again be a considerable number in North America, at least a dozen in Europe and a few elsewhere, including Australia and Bermuda.

Given sufficient notice and evidence of intended buying, the Board assist such promotions in various ways, e.g. by providing display material, which may include special centrepieces such as models of the 'Eros' statue, or by arranging visits of personalities such as British policemen, town criers, pearly kings, trumpeters and so on, or other features such as buses, art displays or historic relics on loan. These are sent either wholly or partly at the store's expense. The Board of Trade does not make cash payments to stores, but meets the cost of specific items as well as undertaking the often involved negotiations on stores' behalf to secure special features. The Board of Trade's contribution is related to the volume of special buying of British goods.

British Trade Centre in New York

The British American Chamber of Commerce will open its British Trade Centre in New York this summer to provide a permanent but changing display of British goods. As a new and promising experiment in export promotion, it is being given financial help by the Board of Trade in the formative stages. The aim of the organizers is to make this project self-supporting within two years.

The Co-operative Advertising Scheme

Last December, the President of the Board of Trade announced a scheme to assist firms with group advertising when participating in overseas promotions supported by the Board of Trade. For details of the scheme see page 32.

PROGRAMME OF OVERSEAS TRADE PROMOTIONS

AT FOUR-MONTHLY intervals, a Programme of Overseas Trade Promotions supported by the Board of Trade, is published in the *Board of Trade Journal* together with a list of overseas trade fairs. The programme covers as far as possible the forthcoming three years, and is designed to assist firms to plan and co-ordinate their overseas selling campaigns. Inevitably, it will not be possible to meet each individual firm's needs but the Board of Trade are always ready and willing to consider proposals. Those seeking advice are invited to discuss their problems with the staff of the British Weeks and Store Promotions Directorate or the Overseas Trade Fairs Directorate (*see pages i to xvi for programme*).

The work of
THE BRITISH NATIONAL EXPORT COUNCIL

I AM DELIGHTED to have this opportunity of explaining the role which the British National Export Council hopes henceforward to play in the organization of collective promotions abroad designed to promote our exports.

BNEC, as most readers of the *Board of Trade Journal* will know, consists on the one hand of a Central Council of 37 members, and on the other of the Export Council for Europe and Committees for Exports to the United States, Canada, the Middle East, Latin America, Australia, Africa, Asia, the Caribbean, New Zealand and Israel. Each body consists essentially of businessmen familiar with the problems of exporting (whether generally, as in the case of BNEC, or to a particular area, as in the case of the area bodies) and officials from the relevant branches of the Government departments concerned. The chairman of each of the area bodies is a member of the central council.

The task of the council was defined at its inauguration as being to keep the overall British export picture under constant review and help to instigate and co-ordinate the export effort of British industry to the world at large. It also acts as an umbrella organization for the 'area bodies' which it provides with finance and various common services. Their job is to spot the opportunities in the markets for which they are responsible and see that everything possible is done to take advantage of those opportunities. The council's job is to deal with questions concerning exports generally and to see that the plans of the 11 area bodies are kept in line and balance. These mutual responsibilities have special application in the field of export promotion.

In May 1965 the council set up an Overseas Promotion Committee and asked me to take the chair, thereby securing that the views of this committee could, where necessary, be directly represented to the council. The committee has the following terms of reference:

'To consider major matters of overseas promotion, including proposals for promotional activities which are referred to the BNEC by any of its sponsoring or area bodies or by Government departments or from outside; to draw up a feasible world-wide programme of export promotion; and to make such recommendations to the BNEC as it considers desirable.'

The committee at present consists of representatives of the Board of Trade, Foreign Office and Commonwealth Relations Office; six representatives of the Confederation of British Industry (including the CBI director for export promotion who is also the managing director of British Overseas Fairs Ltd.); four representatives of the Association of British Chambers of Commerce (including the director of the Association and the managing director, Industrial and Trade Fairs Ltd.); four members drawn from the BNEC's Area Committees to represent their interests collectively; a representative of the City of London and a past president of the Institute of Practitioners in Advertising. In addition, each BNEC Area body has the right to be represented whenever the committee's discussions directly concern its activities. The Secretary of the Committee during the initial months of its existence has been Mr. M. L. G. Balfour, CBE, who prior to serving on the BNEC Staff was in charge of the Board of Trade's operations in the field of overseas promotion during the decade 1954-64.

As the Board of Trade has wound up its former Exhibitions Advisory Committee, the OPC is now the body at which major matters of promotion are jointly discussed between the Government departments concerned, the representative organizations of industry and BNEC's network of area committees and recommendations put forward to the council for final approval. Moreover the committee draws added strength from two factors. The first is the presence on the committee, in the six CBI representatives, of six members of the Confederation's Export Promotion Policy Committee, the chairman of which, Colonel the Hon. Gordon Palmer, is deputy-chairman of the OPC. If therefore the OPC desires at any time to discover more precisely the views of industry on a particular point, this can easily be achieved by referring the question to the full EPPC which is indeed likely to find its main function in future in formulating the views of industry for submission to the OPC, either in answer to a question or on its own initiative. The second factor is the presence on the committee of representatives of the three main organizations which execute collective promotion projects abroad, i.e. the Board of Trade, British Overseas Fairs Limited and Industrial and Trade Fairs Limited.

From its discussions so far, I anticipate that the committee (which has held four meetings) will have two main tasks. The first is to discuss the main principles on which promotions overseas should be organized and financed. The new arrangements for Joint Venture Schemes which the President of the Board of Trade announced on December 1 resulted from representations made by firms and trade associations and endorsed by the CBI, but it is exactly the kind of subject which I would hope in future to see discussed in the committee even though, since the expenditure of public money is involved, the final decision cannot rest with the committee but with the Board of Trade and, in some cases, the Treasury.

The second task of the committee is, as its terms of reference indicate, 'to draw up a feasible world-wide programme of export promotion'. I would emphasize the word 'feasible', intended to indicate the most extensive programme for which, in the judgment of the committee, sufficient support can be obtained from British industry to secure its successful execution.

I expect the programme will evolve somewhat as follows. Each spring the committee will invite the BNEC Area Bodies to draw up programmes of promotion for their areas for the three following years. That for the first year of the three will be in some detail; for the second the outlines will be clear, and for the third the major items will be just becoming discernible. During the summer, these programmes will be consolidated, due regard being had to any other plans which may have been formulated independently (e.g. proposals for joint venture stands made direct to the Board of Trade by trade associations) and the net result will be considered by the Overseas Promotion Committee which will have the unenviable task of deciding whether there look like being any awkward coincidences of date, whether there are any gaps which should be filled, whether too many promotions

by ***DEREK PRITCHARD***

Mr. Derek Pritchard, deputy-chairman of the British National Export Council and chairman of its Overseas Promotion Committee. Mr. Pritchard is also vice-chairman of Allied Breweries Ltd., and chairman of Grants of St. James's (Holdings) Ltd.

are being recommended (in which case the committee will have to recommend their relative priorities), and whether the relative distribution of effort approximates to the opportunities available in the various markets. To help it in reaching these decisions, the committee is asking each area body which proposes a major promotion to back it by a report on market conditions.

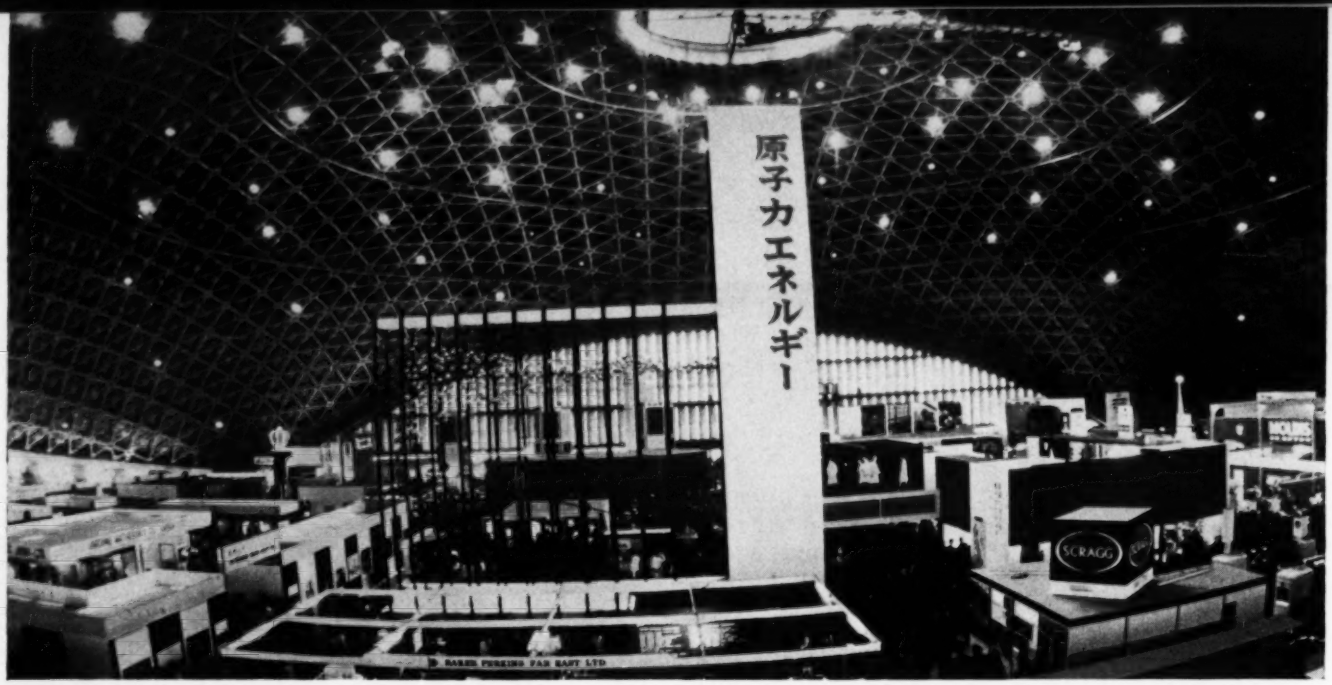
While this programming exercise is likely to become a regular annual procedure, experience has already shown that area bodies are not delaying proposals to the OPC. I expect the process to become a more or less continuous one as each committee maps out its way ahead and, having reached the conclusion that a promotion is desirable at a particular date, puts forward the proposal for the OPC's approval in order to get its name on the programme before all the resources likely to be available have been bespoken by other committees. Obviously the OPC will have to be on its guard to see that the claimants who shout the earliest are also the most deserving!

Once it has been agreed by the committee that a major promotion is in principle desirable in the market concerned at the date proposed, the next step will usually be for the details of the project, (including such questions as whether it is technically and financially feasible), to be discussed between the Board of Trade, BNEC (at both central and area level), the organization which is going to do the executive work for the promotion (if other than the Board of Trade) and the representatives of HM Government and British industry in the market concerned. Any points of principle which arise in the course of these discussions will be referred to the committee as necessary, while the committee may for its part ask to be kept informed of progress. But the fact that, as already mentioned, the chief executive organizations are directly represented on the committee should make this process of reference simple. As almost all the projects are likely to involve the expenditure of some public money the ultimate financial responsibility will remain with the Treasury and Parliament, exercised through the Board of Trade.

Once a definite plan, including (in the case of a trade fair), charges to participating firms for space, has been settled, the organizers will start canvassing individual firms. While in the majority of cases an adequate response should be a foregone conclusion, it will as a rule only be when this canvassing has revealed enough support to ensure the success of the operation that one will be able to regard it as being definitely 'on'.

Finally I should say that the scope of the Overseas Promotion Committee, as its name implies, is not confined to Trade Fairs and Exhibitions, but could extend to all other forms of collective promotion, such as British Weeks, store promotions and collective advertising. It will also keep an eye on the operation of the scheme for assisting inward and outward trade missions which BNEC undertook at the request of the Board of Trade in February 1965 and which has just completed a highly successful initial year of operation. Indeed one of the Committee's main tasks will be to secure that these various methods are not used haphazardly in isolation from one another but are brought together into a sustained and systematic programme, extending in each market over a considerable period of time, so that each reinforces the other and Britain's total resources are deployed to the best possible effect. The Committee's responsibility for a promotion will not even be over when it comes to its calendar end, for experience is continually emphasizing the need for sustained follow-up if full value is to be obtained, and the Committee will therefore be concerned to ensure that this follow-up is not left to chance.

Scenes during the formal inauguration of BNEC's new premises at Northumberland Avenue. In the picture on the left, Sir William McFadzean (right), chairman of BNEC, talking to Mr. Bertram Mycock, BBC industrial correspondent. Right: (left to right), Mr. Fred Davies, executive secretary, Committee for Exports to USA; Hon. Frank Mergison, British Information Services in New York and Mr. R. Tuite, Information Division, Board of Trade. Mr. A. St. J. Shuttleworth, Chief Information Officer, Confederation of British Industry, is in the right background.



British Trade Fairs

By W. P. N. EDWARDS, CBE, Director of Promotion and Information, Confederation of British Industry; Managing Director, British Overseas Fairs Ltd.

THE OBJECT of a British Trade Fair is to give a major boost to our exports in a particular market at a particular time. The feature which distinguishes it from other trade fairs is that it shows only goods made in Britain or goods made under licence or other special arrangement with British firms in the country where the fair is being held. It may be run on its own or in association with a British Fortnight or other form of stores promotion. Since its purpose is to make a deep impact on the market in question, it is usually accompanied by a programme of supporting events calculated, together with the fair, to secure really widespread publicity and public interest.

The choice of the right market for these major events, and their timing, is all important. Very broadly, there are four principal reasons governing the choice:

1. New export opportunities may be opening up there e.g. Baghdad in 1954, Stockholm in 1962, Zurich in 1963, Barcelona in 1964 and Tokyo in 1965.
2. Our exports may be losing ground to competitors e.g. Helsinki in 1957 and Lisbon in 1959. (In the latter case there was the added reason of fresh opportunities, especially for new capital projects, arising from Portugal's first Five Year Plan).
3. Our exports may be meeting strong and growing competition e.g. Australia in 1964, Oslo in 1966, Canada in 1967.
4. Our position in the market is weak and the conditions seem ripe for improving it e.g. Mexico 1966.

The task of drawing up the programme of future British Trade Fairs was previously the responsibility of the FBI's Export Promotion Policy Committee on which the ABCC and the NABM were also represented; the final decision being taken between the FBI and the Board of Trade. In future as explained in an article on page 18, this will become the responsibility of the BNEC's Overseas Promotion Committee, which in drawing up the forward programme will take into account the recommendations of the various Area Export Committees.

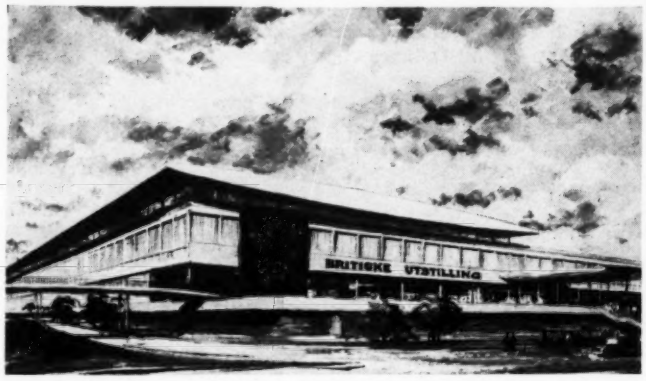
It is impossible to gauge with any precision the results of a major promotion like a British Trade Fair. The orders taken at the fair itself are no real guide. What matters is whether the objective has been achieved and this can usually only be judged over a period of a year or two after the event. From this point of view the results of recent British Fairs organized by British Overseas Fairs Limited are encouraging. For example, the British Industrial Fair in Barcelona in April 1964 was planned because Spain was embarking on a large industrialization programme and rapidly liberalizing her import policy. In the first ten months of 1965 our exports to Spain soared up over the corresponding period of 1964 by no less than 24 per cent. In Australia our objective was different – to meet growing competition especially from the United States and Japan. The campaign was sustained and nation-wide, starting with British Weeks (organized by the Board of Trade) in the various state capitals during 1963 and the early part of 1964 and culminating in the British Exhibition and British Fortnight in Sydney in September 1964. It is at least encouraging that taking again the first ten months of 1965 compared with 1964, our exports to Australia are up by 10 per cent.

The British Exhibition in Tokyo last September/October is too recent for the trade figures, which in any case are bedevilled by the continuing recession in Japan, to mean anything. But it augurs well for the future of our exports to Japan that four out of five of all the exhibitors at Tokyo saw prospects of improving their trade, many by as much as 200 to 400 per cent.

The Board of Trade's new schemes to assist exports now make it possible for industry to reap even greater benefits from these major All-British events than ever before. The greatest possible mistake is to think of British Trade Fairs or British Fortnights as 'once for all' events. They should rather be regarded as the central point or feature of 2-3 year campaigns to improve our export performance in the markets in question. These campaigns should start some 18 months before the British Trade Fair or other central event and be sustained at a high tempo for at least a year afterwards. I hope that in future more industries, through their Trade Associations, will take advantage of the Government's new export measures to draw up planned campaigns of attack upon the markets which have been selected for these major promotions. Such campaigns might well begin with market research to identify the opportunities, be followed by Trade Missions (both ways), and reach their climax in the British Trade Fair and/or Fortnight, at which an industry's participation can now be backed by co-operative advertising. The Board of Trade's excellent new measures now offer financial assistance, in approved cases, for all these ventures.

British Overseas Fairs' programme for 1966 and 1967 is a particularly interesting one, illustrating as it does the many varied ways and purposes for which the technique of the British Trade Fair may be used. The first event in the programme will be the British Trade Fair and Fort-

On page 20. General view of Main hall at British Exhibition, Tokyo, showing the UK Atomic Energy Authority's striking display in the centre. Below: Artist's impression of the Norges Varamesse Hall, Oslo, at the time of the British Trade Fair ('Britain 66'). Right: Mr. Douglas Jay (right), President of the Board of Trade, visiting the stand of QVF Ltd., one of the 230 participating companies at the British Exhibition in Peking, 1964.



night, under the generic title of 'Britain 66', to be held in Oslo from April 29 to May 15 of this year. Norway has been chosen for a large scale promotion because, although the market is small in terms of population, it is traditionally one of our best markets but one where, despite EFTA, Germany and other competitors have been doing better than we. Our trade with Norway needs a shot in the arm and it is our intention and that of the Export Council for Europe who are co-operating wholeheartedly with us in 'Britain 66', to see that it gets it.

Later in the year, from October 19 to 30, we shall be organizing a purely specialized British Trade Fair – a British Industrial Exhibition which will include a Machine Tool Show – in Mexico City. Mexico has one of the fastest growing economies in the world backed by great political and financial stability, but since the War the United States has reaped far and away the greatest share of Mexican imports. Both we and the BNEC Export Committee for Latin America believe that there are great opportunities for increasing our exports to Mexico of machine tools and other types of capital equipment and producer goods. The Fair will be first and foremost a 'hard sell', and the supporting events will be geared to that objective, for example, Sir William McFadzean will be leading a high-level team of top industrialists to confer with their Mexican counterparts at a meeting of the British Mexican Businessmen's Committee during the Exhibition.

Looking further ahead, it has been agreed between Industry and Government that conditions are ripe for another attempt to improve our position in Canada and that Canada should consequently be the main target for British Industry's export promotional efforts in 1967, Canada's centenary year.

In addition therefore to the British Government's Pavilion at Expo '67, the International Exhibition to be held at Montreal from April to October of that year, there will be a series of trade promotions in other parts of Canada, as follows:

May 1 to 5: A British Industrial Fair as part of the National Industrial Production Show in Toronto. This is without doubt the leading industrial fair in Canada.

May 17 to 27: A British Pavilion in the British Columbia International Trade Fair. This is the only general international fair on the North West coast of the United States and Canada.

October: A British Week in Toronto.

The first two events are being organized by British Overseas Fairs with the full support of the BNEC's Committee for Exports to Canada. The third will be organized by the Board of Trade.

In view of the vast and growing importance of Canada, it is much to be hoped that British industry – in Canada as well as in the UK – will support these efforts to the full.

British Exhibitions at Moscow and Peking

By IAN C. TRAFFORD,
Joint Managing Director,
Industrial and Trade Fairs, Ltd.

INDUSTRIAL AND TRADE FAIRS LTD. has organized one major British Trade Fair in Moscow, another in Peking and is now completing the arrangements for the second British Industrial Exhibition in Moscow which will open on July 8, 1966.

The organization and promotion of British Fairs in Communist countries requires a different approach from that which is appropriate in Western countries. In Communist countries all foreign trade is controlled by the State through specially constituted Foreign Trading Corporations, operating under the direction of the Ministry of Foreign Trade. In the Soviet Union there are 42 of these corporations, dealing with both imports and exports; in the People's Republic of China there are 13 corporations. The general public has no effective influence on the import of foreign goods, and neither manufacturing nor retail organizations have the authority to place orders with foreign suppliers.

It follows from this that a high level of public attendance at a British Fair in a Communist country, though gratifying to organizers and exhibitors alike, is not the main yardstick by which the success of the project should be assessed. The judgments which need to be made are much closer to those usually applied to a specialized trade fair in the West.

The main purpose must be first to attract to the exhibition the maximum possible number of 'specialists' (a description used by both Russians and Chinese for the class of persons who have some influence, sometimes rather indirect, on the type of plant and equipment ordered by trading corporations) and secondly, to hold their interest by an impressive display of high quality products of a kind appropriate to the needs of the market.

This may seem so obvious a purpose as scarcely to be worth stating. Yet it is surprising how easy it is to lose sight of these apparently self-evident objects. The practice of hundreds of exhibitions in the West naturally dies hard, and in determining priorities for expenditures it requires a conscious effort to remember that different assessments need to be made in these special markets. The positions occupied by different stands in the hall are less significant,

for example, than is the case in exhibitions in this country; elaborate standfitting displays still have their part to play, but they are less important than in exhibitions where the different exhibitors are competing for the attentions of many thousands of private buyers; prestige features dealing in a general way with the achievements of a large company or of whole sections of industry are less effective than a generous display of specific products. These are the markets *par excellence* for which the highest priorities in stand-manning should be given to highly qualified technical personnel in preference to those well-versed only in Western advertising, sales and public relations techniques.

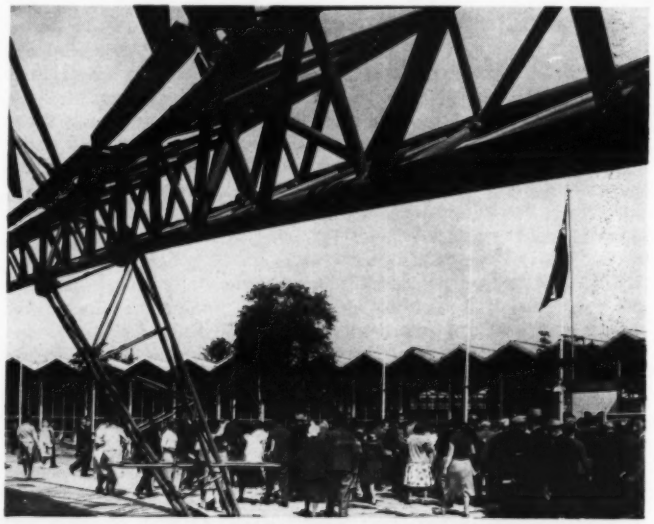
State organization

For the organizer these markets also present special responsibilities over and above those which are required to organize and promote exhibitions in Western countries. In both the Soviet Union and in China, foreign exhibitions are held under the auspices of special state organizations who deal with the organizer of the exhibition and not with the individual exhibitors; in the Soviet Union the appointed organization is the All-Union Chamber of Commerce of the USSR (AUCC); in China, it is the China Council for the Promotion of International Trade (CCPIT).

This imposes upon the organizer the responsibility of determining exhibitors' individual requirements for labour and facilities of any kind within the USSR and China, collating them into lists of collective requirements to be ordered from AUCC or CCPIT and then redistributing the labour and facilities on the exhibition site between the different exhibitors. This procedure has to be followed not only over such detailed matters as, for example, the exhibitor's electrical, water, furniture and floral requirements and over his requirements for interpreters, cleaners, fitters, crane-drivers and every other kind of labour, but also over all the mechanics of customs and transportation information, lists of exhibits, travel arrangements for personnel and so on. In the West it is normal for local transportation agents to undertake individual responsibilities for the movement and handling of exhibits; and local standfitting and electrical contractors can be appointed, together with a variety of other local exhibition service organizations, to supply goods and services in competition with one another to individual exhibitors, without the necessary interposition of the exhibition organizing company. In both the USSR and China the sponsoring organizations prefer all such orders to be handled collectively on the British side.

Standfitting

In the Soviet Union the AUCC has now set up its own exhibition standfitting organization which works chiefly on the construction of Soviet exhibitions overseas, though it can also undertake work for foreign exhibitors in the USSR. In China, the Peking Arts Corporation is responsible for similar work, and did, in fact, execute most competently a number of orders for the British Exhibition in Peking in 1964. However, neither of these organiza-



TRADE FAIRS IN RUSSIA — OLD AND NEW

The illustration above gives a striking impression of the former fair at Nijni Novgorod. The Nijni Novgorod fair grew up from a centuries-old Tartar fair. It lasted five days a year and was the principal meeting place of caravans coming from the Far East, and of merchants from the West. The pictures on the right show the British Exhibition in Moscow, 1961. *Arrangements have been made for a second British Industrial Exhibition in Moscow from July* 8, 1966.

Board of Trade Journal Supplement, 4 March 1966

PROGRAMME
of overseas trade promotions, 1966-68

Overseas fairs, British Weeks and store promotions taking place with Board of Trade assistance — SECTION I

This is the second of a series of supplements to be published every four months (first published on November 19, 1965) designed to help British firms in making their forward plans for exhibiting abroad.

Hitherto the *Board of Trade Journal* has published lists of trade fairs irrespective of whether or not official support would be given to British participants.

Section I of this supplement lists the events over the next three years for which Board of Trade support is already being planned.

The supplement includes as Section II (Europe) Section III (outside Europe) and Section IV (United Kingdom)* the list of trade fairs hitherto published separately every three months. Amendments and additions to this new supplement will be shown in the first issue of each intervening month. Information in Section I is necessarily brief, but further details may be obtained from the officer named against the event. (Tel: ABBey 7877).

Inquiries for details of the Joint Venture Scheme under which the Board of Trade co-operates with trade associations or other non-profit making bodies and any general inquiries in connection with Section I (Mr. R. R. Mackay, Ext. 3070).

**Included for easy reference*

EUROPE

WESTERN EUROPE—1966

COLOGNE: INTERNATIONAL HOUSEHOLD GOODS AND HARDWARE FAIR – March 3-6, 1966.

Joint ventures with:

(1) Hardware Manufacturers' Association. (25 firms).
(2) Federation of British Hand Tool Manufacturers. (6 firms).
(3) Federation of British Horticultural Exporters. (10 firms).
(4) United Kingdom Cutlery and Silverware Association. (6 firms).
(5) British Electrical and Allied Manufacturers' Association. (6 firms).
(6) British Art Metal Manufacturers' Export Group. (7 firms).

An information office manned by representatives of the British Embassy, Bonn.
(Mr. J. A. Swinton, Ext. 2777).

PARIS: INTERNATIONAL AGRICULTURAL MACHINERY EXHIBITION – March 8-13, 1966.

A joint venture with the Agricultural Engineers' Association. (16 firms).
(Mr. R. J. Ager, Ext. 2783).

GOTHENBERG: INTERNATIONAL TEXTILE EXHIBITION OF SPORTS AND LEISURE WEAR – March 12-20, 1966.

A joint venture with the Harris Tweed Association. (7 firms).
(Miss M. S. Jones, Ext. 2788).

CAGLIARI: SARDINIA INTERNATIONAL SAMPLES FAIR – March 12-27, 1966.

A joint venture with the Galloway Cattle Society and an information office.
(Mr. A. C. T. Connolly, Ext. 3009).

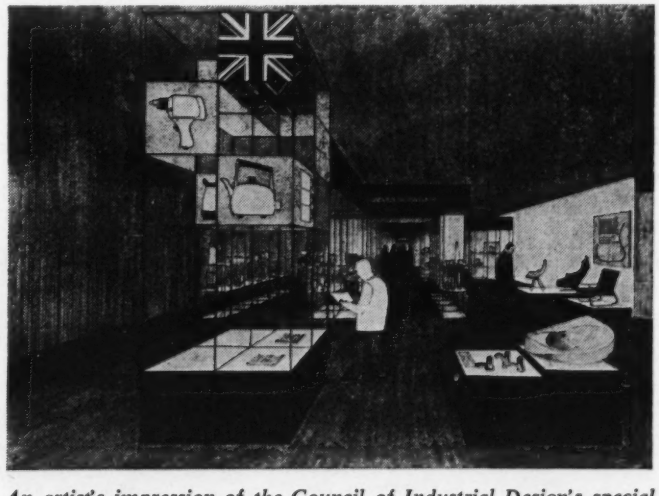
VERONA: INTERNATIONAL AGRICULTURAL FAIR – March 13-21, 1966.

An information stand manned by representatives of the Livestock Export Council, and the British Friesian, Galloway and Aberdeen Angus Cattle Societies.
(Mrs. J. E. Buckley, Ext. 2782).

DUSSELDORF: INTERNATIONAL FASHION AND SALES WEEK (IGEDO) – March 17-20, 1966.

Joint ventures with the Associated Fashion Designers of London (12 firms) and the British Fashion Export Group. (6 firms).
(Mr. N. R. Sommers, Ext. 3559).

A British stand on the group display organised by the Hand Tool Manufacturers Association under the Board of Trade Joint Venture scheme at the Cologne Household Goods and Hardware Fair, Spring, 1965.



An artist's impression of the Council of Industrial Design's special display at British Week in Hong Kong.

MUNICH BUILDING MATERIALS EXHIBITION (BAU 66) – March 19-27, 1966.

A joint venture with the National Council of Building Material Producers. (8 firms).
(Mr. J. A. Swinton, Ext. 2777).

BREMERHAVEN: MINOR BRITISH WEEK – March 20-27, 1966.

This is a self-generated British Week which will be similar to that held in Bremen.
(Mr. G. F. Snell, Ext. 2763).

DUSSELDORF: EUROPEAN FOOTWEAR SAMPLES DISPLAY – March 26-28, 1966.

A joint venture with the British Footwear Manufacturers' Federation. (13 firms).
(Mr. N. R. Sommers, Ext. 3559).

LYONS: INTERNATIONAL TRADE FAIR – March 26-April 4, 1966.

A joint venture with the Birmingham Engineering and Building Centre. (17 firms).

An official commercial information stand manned by representatives of the British Consulate-General, Lyons.
(Mr. R. J. Ager, Ext. 2783).

A preview of British goods preparatory to the British Week. (showing the products of about 80 firms).

A special article on this event appears on page 27 of this supplement.
(Mr. G. F. Snell, Ext. 2764).

STOCKHOLM: AHLEN AND HOLM STORE PROMOTION – March 28-April 7, 1966.

This departmental store intends holding a British promotion in April. The store is primarily interested in all forms of women's fashionable clothing, fabrics, household goods and foodstuffs. Small buying missions have already visited this country.
(Mr. P. S. E. Hooper, Ext. 2755).

METZ: INTERNATIONAL SPRING FAIR (EXPOMETZ) – April 7-17, 1966.

An information stand and display with the London Chamber of Commerce. (Mr. R. J. Ager, Ext. 2783).

MILAN: INTERNATIONAL SAMPLES FAIR – April 14-25, 1966.

An information office manned by representatives of the British Consulate-General, Milan.
(Mrs. J. E. Buckley, Ext. 2782).

PARIS: INTERNATIONAL EXHIBITION OF WOMEN'S READY-TO-WEAR CLOTHES – April 16-21, 1966.

A joint venture with the British Fashion Export Group. (13 firms).
(Mr. R. J. Ager, Ext. 2783).

VIENNA: DISPLAY BY DUNDEE CHAMBER OF COMMERCE EXPORT GROUP – April 18-23, 1966.

A joint venture with the Dundee Chamber of Commerce Export Group. (16 firms).
(Mrs. J. E. Buckley, Ext. 2782).

COLOGNE: INTERNATIONAL BABIES' AND CHILDREN'S FAIR – April 22-24, 1966.

Joint ventures with the Fashion for Children Export Group and the Junior Fashion Group of London. (10 firms).
(Mr. J. A. Swinton, Ext. 2777).

LILLE: INTERNATIONAL TRADE FAIR – April 23-May 8, 1966.

An information stand manned by representatives of the British Consulate-General, Lille.
(Mrs. J. E. Buckley, Ext. 2782).

OSLO: British Trade Fair and Fortnight – April 29-May 15, 1966 – 'Britain '66'.

A 'British Fortnight' of consumer goods in the Oslo department stores and shops is planned to run concurrently with the Trade Fair. It will be organized by British Overseas Fairs Ltd. in conjunction with the Export Council for Europe.

A full supporting programme of cultural and other events is being arranged including a State visit by the Lord Mayor of London.

Firms interested in either promotion should contact British Overseas Fairs Ltd., 21, Tothill Street, London, S.W.1. (Tel. Abbey 6376).

HANOVER: AIR SHOW – April 29-May 8, 1966.

A thematic display with the Ministry of Aviation and an information stand to be manned by representatives of the Society of British Aerospace Companies.
(Mr. M. J. Morrison, Ext. 3183).

BRUSSELS: INTERNATIONAL TRADE FAIR – April 29-May 10, 1966.

An information stand manned by representatives of the British Embassy, Brussels.
(Mrs. J. E. Buckley, Ext. 2782).

HANOVER: HANOVER FAIR – April 30-May 8, 1966.

Joint ventures with:

(1) Stationers' Association of Great Britain and Ireland. (7 firms).
(2) British Electrical and Allied Manufacturers' Association.
  (a) Electrical. (5 firms).
  (b) Electronic. (4 firms).
(3) National Council of Building Material Producers. (11 firms).
(4) Association of Hydraulic Equipment Manufacturers (an information stand).

An information office manned by representatives of the British Consulate-General, Hamburg.
(Mr. N. R. Sommers, Ext. 3559).

GENOA: INTERNATIONAL FLOWER AND PLANT EXHIBITION (EUROFLORA) – April 30-May 8, 1966.

A joint venture with the Federation of British Horticultural Exporters. (3 firms).
(Mrs. J. E. Buckley (Ext. 2782).

STRAUBING (NEAR MUNICH): STORE PROMOTION BY MODEHAUSE SALINGER – April 30-May 20, 1966.

Herr Spitz, a director of the store, made a successful buying mission to the United Kingdom. The main interests are ladies' and men's outerwear, textiles, linens, carpets and other items likely to be be found in a high class department store. United Kingdom manufacturers interested in this promotion are invited to approach Herr Spitz direct.
(Mr. G. F. Snell, Ext. 2764).

TAMPERE (FINLAND): STORE PROMOTION BY VOIMA – May 20-26, 1966.

Notice has been received that this large deparmental store, in Finland's second largest city, is planning a promotion of British goods. It is understood that the emphasis will be on foodstuffs.
(Mr. P. S. E. Hooper, Ext. 2755).

VALENCIA: INTERNATIONAL SAMPLES FAIR – May 1-15, 1966.

An information stand manned by representatives of the British Consulate, Valencia.
(Miss M. S. Jones, Ext. 2788).

COPENHAGEN: INTERNATIONAL LEATHER GOODS FAIR – May 6-11, 1966.

Joint ventures with:

(1) National Leather Goods and Saddlery Manufacturers' Association. (14 firms).
(2) British Leather Federation. (28 firms).
(3) British Footwear Manufacturers' Federation. (10 firms).

(Miss M. S. Jones, Ext. 2788).

GOTHENBURG: SWEDISH TRADE FAIR – May 6-15, 1966.

An information stand manned by representatives of the British Consulate-General, Gothenburg.
(Mrs. J. E. Buckley, Ext. 2782).

FRANKFURT: INTERNATIONAL AGRICULTURAL SHOW (49TH DLG EXHIBITION) – May 8-15, 1966.

Joint ventures with the Society of Master Saddlers (11 firms) and the Agricultural Engineers' Association. (6 firms).
(Mr. J. A. Swinton, Ext. 2777).

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STUTTGART: INTERNATIONAL HOSPITAL EXHIBITION – May 11-14, 1966.

A possible joint venture with the Surgical Instrument Equipment and Appliance Export Group.
(Mr. N. R. Sommers, Ext. 3559).

SWEDEN: DISPLAYS OF BRITISH LEATHER GOODS.

Joint ventures with the National Leather Goods and Saddlery Manufacturers' Association. (12 firms).

GOTHENBURG: Sparbank Hall, – May 12-14, 1966.

STOCKHOLM: St. Eriks Hall – May 16-18, 1966.
(Miss M. S. Jones, Ext. 2788).

DUSSELDORF: INTERNATIONAL PACKAGING EXHIBITION (INTERPACK) – May 12-18, 1966.

A joint venture with the Institute of Packaging. (19 firms).
(Mr. N. R. Sommers, Ext. 3559).

OSNABRUCK: MINOR BRITISH WEEK – May 20-27, 1966.

This minor British Week is self generated by the local authorities who are also arranging a supporting programme of events. A member of the British Consulate-General in Hamburg visited Osnabruk and reported that well in excess of 100 shops will be buying in additional British goods for the promotion and will be decorating their stores accordingly. A wide range of consumer goods will be on sale and manufacturers wishing to offer their products should make their first approach via HM Consul, British Consulate-General, 8a Harvestehuderweg, Hamburg 13.
(Mr. G. F. Snell, Ext. 2764).

PARIS: INTERNATIONAL PLASTICS AND RUBBER EXHIBITION – May 20-30, 1966.

A joint venture with the British Plastics Federation. (9 firms).
(Mr. R. J. Ager, Ext. 2783).

COPENHAGEN: DISPLAY OF BRITISH CARPETS – May 20-25, 1966.

A joint venture with the Federation of British Carpet Manufacturers. (11 firms), in the Falkoner Centret.
(Miss M. S. Jones, Ext. 2788).

COPENHAGEN: INTERNATIONAL TEXTILE FAIR (NORD-STOF) – May 24-27, 1966.

A joint venture with the Textile Promotion Consultative Committee. (28 firms).
(Miss M. S. Jones, Ext. 2788).

LUXEMBOURG: INTERNATIONAL TRADE FAIR – May 26-June 5, 1966.

An information stand manned by representatives of the British Embassy, Luxembourg.
(Mrs. J. E. Buckley, Ext. 2782).

GOTHENBURG: ORTHOPAEDIC SURGERY CONFERENCE – June, 1966.

A possible venture with the Surgical Instrument Equipment and Appliance Export Group. Firms interested in participation should contact the Group.
(Miss M. S. Jones, Ext. 2788).

SANTAREM: RIBATEJO AGRICULTURAL FAIR – June, 1966.

An information stand manned by representatives of the Hereford Herd Book Society, National Pig Breeders Association, the British Friesian Cattle Society and the British landrace Pig Society. Animals will be shown adjacent to the stand.
(Mr. P. Bailey, Ext. 2781).

BARCELONA: INTERNATIONAL TRADE FAIR – June 1-15, 1966.

An information stand manned by the British Consulate-General, Barcelona, with a display of consumer goods.
(Miss M. S. Jones, Ext. 2788).

JONKOPING (SWEDEN): EUROPEAN AGRICULTURAL AND INDUSTRIAL FAIR – June 2-12, 1966.

A joint venture with the Rural Industries Bureau (15 firms), and the Welsh Pony Breed Society and the New Forest Pony and Cattle Breed Society.

An information office manned by representatives of the British Embassy, Stockholm and the Consulate-General, Gothenburg.
(Miss M. S. Jones, Ext. 2788).

ZURICH: INTERNATIONAL SCREEN PRINTING EXHIBITION – June 2-5, 1966.

A joint venture with the Display Producers' and Screen Printers' Association (14 firms).
(Mrs. J. E. Buckley, Ext. 2782).

FRANKFURT: INTERNATIONAL EXHIBITION (INTERSTOFF) – June 7-10, 1966.

A joint venture with the Textile Promotion Consultative Committee. (33 firms).
(Mr. J. A. Swinton, Ext. 2777).

DUSSELDORF: EUROPEAN EXHIBITION AND CONGRESS OF MODERN SHOP AND DISPLAY EQUIPMENT (EUROSHOP) – June 11-15, 1966.

A joint venture with the National Display Equipment Association. (26 firms).
(Mr. N. R. Sommers, Ext. 3559).

PARIS: FIFTH CONGRESS OF THE INTERNATIONAL PRESTRESSED CONCRETE FEDERATION – June 11-18, 1966.

A joint venture with the Prestressed Concrete Development Group. (11 firms).
(Mr. R. J. Ager, Ext. 2783).

PARIS: INTERNATIONAL CHINA, GLASSWARE AND POTTERY EXHIBITION – June 19-24, 1966.

Joint venture with the British Pottery Manufacturers' Federation, (8 firms) and the Glass Manufacturers' Federation. (3 firms).
(Mr. R. J. Ager, Ext. 2783).

COPENHAGEN: INTERNATIONAL FOOD CONGRESS AND EXHIBITION (AIDA) – June 23-July 3, 1966.

Joint ventures with the Belfast Chamber of Commerce (3 firms) and the Food Manufacturers' Federation. (8 firms).
(Miss M. S. Jones, Ext. 2788).

ANCONA: INTERNATIONAL FISHING FAIR – June 25-July 9, 1966.

An information stand to be manned by representatives of the Consulate, Florence.
(Mrs. J. E. Buckley, Ext. 2782).

MUNICH: INTERNATIONAL CONGRESS AND EXHIBITION OF OPHTHALMOLOGY – August 14-19, 1966.

A joint venture with the Guild of British Dispensing Opticians. (7 firms).
(Mr. J. A. Swinton, Ext. 2777).

IZMIR: INTERNATIONAL FAIR – August 20-September 20.

A British Pavilion organized by the British Chamber of Commerce of Turkey.
(Miss M. S. Jones, Ext. 2788).

COLOGNE: INTERNATIONAL MEN'S FASHION WEEK – August 26-28, 1966.

A joint venture with the Clothing Manufacturers' Federation. Firms interested in participation should contact the Federation. (19 firms).
(Mr. J. A. Swinton, Ext. 2777).

OFFENBACH: INTERNATIONAL LEATHER GOODS FAIR – August 27-September 1, 1966.

A joint venture with the National Leathergoods and Saddlery Manufacturers' Association. (24 firms).
(Mr. N. R. Sommers, Ext. 3559).

HANOVER: INTERNATIONAL POLICE EXHIBITION – August 27-September 11, 1966.

A joint venture with the British Cycle and Motor Cycle Industries Association. (8 firms).
(Mr. J. A. Swinton, Ext. 2777).

STOCKHOLM: ST. ERIKS FAIR – August 31-September 11.

A joint venture with the Pianoforte Manufacturers' Association. (6 firms).
(Miss M. S. Jones, Ext. 2788).

DORNBIRN (WEST AUSTRIA): STORE PROMOTION BY BERTOLINI & CO. – September, 1966.

This store mounted a successful British store promotion in 1963 and now has firm links with a number of British manufacturers. However it would welcome inquiries from other manufacturers of men's and women's outerwear, women's knitwear and men's shirts.
(Mr. P. S. E. Hooper, Ext. 2755).

BASLE: INTERNATIONAL TRADE FAIR FOR HARDWARE, TOOLS AND HOUSEHOLD GOODS – September 4-6, 1966.

Joint ventures with the Federation of British Hand Tool Manufacturers and the Hardware Manufacturers' Association. Firms interested in participation should contact their association.
(Mrs. J. E. Buckley, Ext. 2782).

PARIS: INTERNATIONAL LEATHER WEEK – September 8-13, 1966.

Joint ventures with the British Leather Federation, Leather Importers Factors and Merchants' Association and the British Footwear Manufacturers' Federation. Firms interested in participation should contact their associations.
(Mr. R. J. Ager, Ext. 2783).

BASLE: INTERNATIONAL NUCLEAR INDUSTRIES FAIR – September 8-14, 1966.

A joint venture with the British Nuclear Forum and assistance to the United Kingdom Atomic Energy Authority in mounting a complementary display.
(Mrs. J. E. Buckley, Ext. 2782).

HELSINKI: INTERNATIONAL TRADE FAIR – September 15-25, 1966.

An information stand manned by representatives of the British Embassy, Helsinki.

(Miss M. S. Jones, Ext. 2788).

VIENNA: INTERNATIONAL TRADE FAIR – September 11-18, 1966.

Following the success of the 1964 and 1965 events the Board of Trade are again organizing a British Section. Firms who wish to be included and who have not yet applied for space should contact the Board of Trade immediately.

(Mrs. J. E. Buckley, Ext. 2782).

COLOGNE: INTERNATIONAL FAIR OF LINGERIE, FOUNDATION GARMENTS AND UNDERWEAR – September 15-18, 1966.

A proposed joint venture with the Corsetry Manufacturers' Association. Firms interested in participation should contact the association.

(Mr. P. G. Evans, Ext. 2778).

DUSSELDORF: INTERNATIONAL FASHION AND SALES WEEK (IGEDO) – September 15-18, 1966.

A proposed joint venture with the Leicester and County Chamber of Commerce. Firms interested in participation should contact the Chamber of Commerce. (8 firms).

(Mr. N. R. Sommers, Ext. 3559).

ESSEN: GERMAN BUILDING EXHIBITION (DEUBAU) – September 17-25, 1966.

A possible joint venture with the National Council of Building Material Producers. Firms interested in participation should contact the Council.

(Mr. M. J. Morrison, Ext. 3183).

COLOGNE: INTERNATIONAL CYCLE & MOTOR CYCLE SHOW – September 24-28, 1966.

A possible joint venture with the British Cycle and Motor Cycle Industries Association. Firms interested in participation should contact the Association.

(Mr. P. G. Evans, Ext. 2778).

COLOGNE: INTERNATIONAL PHOTO AND CINE EXHIBITION (PHOTOKINA) – October 1-9, 1966.

A joint venture with the British Photographic Export Group. (17 firms).

(Mr. J. A. Swinton, Ext. 2777).

GRAZ: AUTUMN FAIR – October 1-9, 1966.

An official information stand staffed by the British Embassy, Vienna.

(Mrs. J. E. Buckley, Ext. 2782).

ZURICH: INTERNATIONAL TRADE FAIR FOR MEDICAL AND HOSPITAL EQUIPMENT – October 6-10, 1966.

A joint venture with the Surgical Instrument Equipment and Appliance Export Group. Firms interested in participation should contact the Group. (12 firms).

(Mrs. J. E. Buckley, Ext. 2782).

AMSTERDAM: INTERNATIONAL EXHIBITION OF ELECTRONIC COMPONENTS (FIAREX) – October 10-14, 1966.

A joint venture with the Radio and Electronic Component Manufacturers' Federation. Firms interested in participation should contact the Federation. (27 firms).

(Mr. R. J. Ager, Ext. 2783).

LYONS: British Week – October 21-30, 1966.

The next British Week point-of-sale promotion of British consumer goods in Europe will be in Lyons in October 1966. 'Grande Bretagne à Lyon' as it is already becoming known in France, will be the largest and most significant Anglo-French commercial promotion since the war. The Lyons Week will follow the pattern of the four previous British Weeks organized by the Board of Trade in association with the Export Council for Europe in Dusseldorf, Copenhagen, Amsterdam and Milan over the past two years; it is being staged with a deliberate eye on the growing potential of Lyons and the Rhône-Alpes Region.

Birmingham, as twin city to Lyons, has a special interest in the event. Birmingham manufacturers, particularly, will be encouraged to take part, exchange visits have already taken place and will continue, and the Lord Mayor of Birmingham is expected to make an official visit during the Week.

A guide has been prepared for Lyons by the Export Council for Europe entitled 'What to do and How to do it' for consumer goods manufacturers, trade associations and other interested parties. Copies can be obtained from ECE, 27/28 Northumberland Avenue, London, W.C.2.

The Director of British Week Office in Lyons is Mr. F. F. D. Ward, 24 Rue Childebert, Lyons 2e, France. Tel. 424649. Telex 33254. A special article on this event appears on page 26 of this supplement.

(Mr. J. F. Heath, Ext. 3042).

COLOGNE: INTERNATIONAL TRADE FAIR OF SPORTS GOODS, CAMPING EQUIPMENT AND GARDEN FURNITURE (SPOGA) – October 23-25, 1966

A joint venture with the Federation of British Manufacturers of Sports and Games Ltd. Firms interested in taking part should contact the Federation; and a possible joint venture with the Camping Trade Association of Great Britain Ltd. (9 firms); interested firms should contact the Association.

(Mr. N. R. Sommers, Ext. 3559).

TURIN: INTERNATIONAL MOTOR SHOW – November 3-13, 1966.

A joint venture with the Society of Motor Manufacturers and Traders, featuring vehicle parts and accessories and transport service equipment.

(Mrs. J. E. Buckley, Ext. 2782).

PARIS: INTERNATIONAL EXHIBITION OF WOMEN'S READY-TO-WEAR CLOTHES – November 5-11, 1966.

A possible joint venture with the British Fashion Export Group. Firms interested in participation should contact the group

(Mr. R. J. Ager, Ext. 2783).

PARIS: INTERNATIONAL FOODSTUFFS EXHIBITION – November 13-21, 1966.

The Board of Trade is prepared to consider applications for joint ventures at this event and at the following exhibitions which will be held in association with it:

International Exhibition for the Malt and Beer Industries.
International Bottling and Allied Industries Exhibition.
International Dairy Equipment Exhibition.
International Packaging Exhibition.
International Exhibition of Equipment and Techniques in the Meat Industry.

Firms interested in participation should contact their trade associations.

(Mr. R. J. Ager, Ext. 2783).

FRANKFURT: INTERNATIONAL TEXTILE EXHIBITION (INTERSTOFF) – November 22-25, 1966.

A probable joint venture with the Textile Promotion Consultative Committee. Firms interested in taking part should contact the Committee.

(Mr. J. A. Swinton, Ext. 2777).

1967

HAMBURG: BOAT SHOW – January, 1967.

A possible information stand with the Ship and Boat Builders National Federation and the Consulate-General.

(Mr. P. G. Evans. Ext. 2778).

NUREMBERG: INTERNATIONAL TOY FAIR – February 12-17, 1967.

A possible joint venture with the British Toy Manufacturers' Association. Firms interested in participation should contact the association.

(Mr. J. A. Swinton, Ext. 2777).

COLOGNE: INTERNATIONAL HOUSEHOLD GOODS AND HARDWARE FAIR – 23-26 February, 1967.

The Board of Trade will be considering joint ventures with the appropriate trade association. Firms interested in participation should contact their associations immediately.

(Mr. J. A. Swinton, Ext. 2777).

FRANKFURT: INTERNATIONAL SPRING FAIR – February 26-March 2, 1967.

The Board of Trade will be considering joint ventures with the appropriate trade associations. Firms interested in participation should contact their associations immediately.

(Mr. N. R. Sommers, Ext. 3559).

OFFENBACH: INTERNATIONAL LEATHER FAIR – February 25-March 2, 1967.

A joint venture with the National Leather Goods and Saddlery Manufacturers' Association.

(Mr. N. R. Sommers, Ext. 3559).

PIRMASENS (W. GERMANY): SHOE, LEATHER AND SHOE MACHINERY FAIR – April 22-27, 1967.

A joint venture with the British Leather Federation and an information stand manned by the Shoe and Allied Trades Research Association.

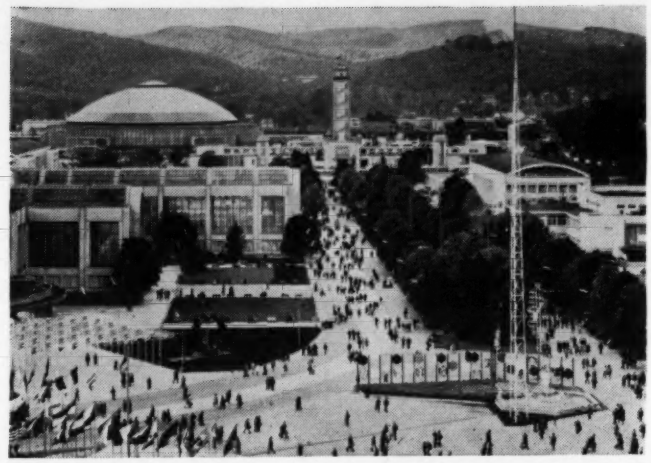
(Mr. N. R. Sommers, Ext. 3559).

DUSSELDORF: INTERNATIONAL PAPER AND PRINTING EXHIBITION (DRUPA) – May 28-June 6, 1967.

A probable joint venture with the Association of British Manufacturers of Printers' Machinery.

(Mr. J. A. Swinton, Ext. 2777).

FRANKFURT: ACHEMA CHEMICAL ENGINEERING EXHIBITION AND CONGRESS – June 21-29, 1967.



Exhibition site of the Brno International Trade Fair.

A joint venture with the British Chemical Plant Manufacturers' Association. (25 firms).
(Mr. N. R. Sommers, Ext. 3559).

PARIS: 18TH INTERNATIONAL VETERINARY CONGRESS – July 17-22, 1967.

A joint venture with the Association of British Pharmaceutical Industry. Firms interested in participation should contact the Association.
(Mr. R. J. Ager, Ext. 2783).

COLOGNE: INTERNATIONAL EXHIBITION OF FINE FOODS AND PROVISIONS (ANUGA) – September/October, 1967.

A joint venture with the Food Manufacturers' Federation. Firms interested in participation should contact the Federation.
(Mr. P. G. Evans, Ext. 2778).

FRANKFURT: INTERNATIONAL MOTOR SHOW – September 14-24, 1967.

A possible joint venture with the Society of Motor Manufacturers and Traders Ltd. Firms interested should contact the Society.
(Mr. J. A. Swinton, Ext. 2777).

BASLE: INTERNATIONAL TEXTILE MACHINERY EXHIBITION – September 27-October 6, 1967.

A possible joint venture with Textile Recorder (Machinery and Accessories) Exhibition Ltd.
(Mr. W. N. Darling, Ext. 2784).

BRUSSELS: British Week – September 29-October 7, 1967.

A special article on this event appears on page 28 of this supplement.

(Mr. P. K. Guenebault, Ext. 3449).

DUSSELDORF: INTERNATIONAL PLASTICS EXHIBITION – October 5-12, 1967.

A possible joint venture with the British Plastics Federation. Firms interested in participation should contact the Federation.
(Mr. P. G. Evans, Ext. 2778).

COLOGNE: INTERNATIONAL EXHIBITION OF REPROGRAPHY – October 25-30, 1967.

A possible joint venture with the Drawing Office Material Manufacturers and Dealers' Association. Firms interested in participation should contact the Association.
(Mr. P. G. Evans, Ext. 2778).

EASTERN EUROPE—1966

BUDAPEST: BRITISH MECHANICAL ENGINEERING WEEK – March 28-April 1, 1966.

A joint venture with the British Mechanical Engineering Federation.
(Mr. R. C. Pearson, Ext. 2262).

ZAGREB: INTERNATIONAL SPRING FAIR – April 16-24, 1966.

A joint venture with the British Mechanical Engineering Federation. (10 firms).
(Mr. R. C. Pearson, Ext. 2262).

PRAGUE: INTERNATIONAL COMPUTER EXHIBITION AND SYMPOSIUM – May 12-June 8, 1966.

A joint venture with the London Chamber of Commerce. (14 firms).
(Mr. R. C. Pearson, Ext. 2262).

PRAGUE: BRITISH TEACHING MACHINE WEEK – May 16-20, 1966.

A joint venture with the London Chamber of Commerce.
(Mr. R. C. Pearson, Ext. 2262).

BUDAPEST: INDUSTRIAL FAIR – May 20-30, 1966.

The Board of Trade first organized a British pavilion at the Budapest Fair in 1964, and on a larger scale in 1965. The Board will again organize a British pavilion for the 1966 event.
(Mr. A. Fenton, Ext. 2786).

BELGRADE: 10TH INTERNATIONAL TECHNICAL FAIR – May 21-30.

Proposed information stand manned by representatives of the British Embassy, Belgrade, and the British Mechanical Engineering Federation.
(Mr. R. C. Pearson, Ext. 2262)

POZNAN: INTERNATIONAL TRADE FAIR – June 12-26, 1966.

The Board of Trade is as usual organizing a British Pavilion.
(Mr. A. Fenton, Ext. 2786).

MOSCOW: All British Fair – July 8-24, 1966.

Inquiries about the All-British Fair, July 8-24, 1966, should be directed to Industrial and Trade Fairs Ltd., Commonwealth House, 1-19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

KIEV: 13TH WORLD'S POULTRY CONGRESS AND EXHIBITION – August 15-28, 1966.

A joint venture with a National Committee set up by the United Kingdom Branch of the World's Poultry Science Association. (32 firms).
(Mr. P. Bailey, Ext. 2781).

MOSCOW: INTERORGTECHNIKA '66 – September 1-15, 1966.

A joint venture with the Business Equipment Trades Association. (23 firms).
(Mr. J. M. Stuart, Ext. 2785).

BRNO: INTERNATIONAL TRADE FAIR – September 11-20, 1966.

An information stand manned by representatives of the Foreign Office, the British Embassy, Prague, and the Board of Trade.
(Mr. R. C. Pearson, Ext. 2262).

BUCHAREST: BRITISH EXHIBITION OF AGRICULTURAL AND CONSTRUCTION MACHINERY AND EQUIPMENT – October 11-20, 1966.

The Board of Trade is planning in co-operation with the appropriate Trade Associations an exhibition of British agricultural and construction machinery in Bucharest.
(Mr. R. C. Pearson, Ext. 2262).

1967

MOSCOW: PROGRAMME OF FORTHCOMING EVENTS.

The Board of Trade will, in due course, announce proposals for British Sections in the following exhibitions:

Mechanized and Automated Equipment, Packaging and Transport for the Food Industry – May 1967.

Automation in Production Processes and Measuring Instruments for Research, Industry and Agriculture – September 1967.

(Mr. A. Fenton, Ext. 2786).

MIDDLE EAST—1966

BEIRUT: THE BRITISH HOSPITAL & MEDICAL EQUIPMENT EXHIBITION – May 11-17, 1966.

The Board of Trade in conjunction with the Ministry of Health and the Scientific Instrument Manufacturers Association is staging an exhibition of British Hospital and Medical Equipment at the Phoenicia Hotel, Beirut. (39 firms).
(Miss M. S. Jones, Ext. 2788).

CANADA—1966

EDMONTON: NORTH WEST CANADIAN TRADE FAIR – May 2-7, 1966.

British Section, organized by the British Government Office in Edmonton.
(Mr. J. M. Stuart, Ext. 2785).

VANCOUVER: HUDSON'S BAY CO., STORE PROMOTION – May 12-21, 1966.

This store is one of the largest in Vancouver with seven floors and 90,000 square feet of merchandising space. The theme of the promotion will be 'Britain Today' and the store are keen to feature modern, well-designed products.

Store executives have been to London for preliminary discussions with the Board of Trade.
(Mr. R. A. Hillier, Ext. 2177).

TORONTO: SUPERMARKET SHOW AND DRUG, VARIETY AND CONFECTIONERY SHOW – October 17-20, 1966.

British Section organized as a joint venture with the Food Manufacturers' Federation, the Cake and Biscuit Alliance, and the

Cocoa, Chocolate and Confectionery Alliance.
(Mr. J. M. Stuart, Ext. 2785).

TORONTO: CONSTRUCTION AND PUBLIC WORKS SHOW – December 5-8, 1966.

The Board of Trade is prepared to consider applications for joint ventures at this event. Firms interested in participation should contact their trade associations.
(Mr. J. M. Stuart, Ext. 2785).

1967

TORONTO: British Industrial Trade Fair (as part of the National Industrial Production Show) – May 1-5, 1967.

VANCOUVER: British Colombia International Trade Fair – May 17-27, 1967.

Inquiries about the proposed British participation in these events, and the arrangements for the transfer of exhibits from Toronto to Vancouver, should be addressed to British Overseas Fairs Ltd., 21 Tothill Street, London, S.W.1. (Tel. Abbey 6376).

TORONTO: British Week – October 12-21, 1967.

A city-wide British Week to be organized by the Board of Trade in association with the Committee for Exports to Canada (21 Tothill Street, London, S.W.1. Whitehall 6711).

A special article on this event appears on page 28 of this supplement.
(Mr. R. Morton, Ext. 2022).

USA—1966

CHICAGO: INDUSTRIAL EXHIBITION, CHICAGO AIRPORT – March 17, 1966.

A small industrial exhibition is being organized at Chicago Airport to coincide with the visit of HRH Duke of Edinburgh by the Committee for Exports to the United States (21 Tothill Street, London, S.W.1. Tel. Whitehall 6711).

NEW YORK: BRITISH LEATHER FASHIONWEAR DISPLAY – April 16-22, 1966.

Joint venture with British Leather Fashionwear Export Group. (12 firms).
(Mr. J. M. Stuart, Ext. 2785).

DETROIT: TOOL EXPOSITION (ASTME) – April 18-22, 1966.

A joint venture with the Machine Tool Trades Association. (11 firms).
(Mr. J. M. Stuart, Ext. 2785).

WASHINGTON DC: SIXTH INTERNATIONAL PHILATELIC EXHIBITION (SIPEX) – May 21-30, 1966.

A joint venture with the Philatelic Traders' Society Ltd. (13 firms).
(Mr. J. M. Stuart, Ext. 2785).

LOUISVILLE KENTUCKY: INTERNATIONAL FURNITURE AND WOODWORKING SUPPLY FAIR – September 17-21, 1966.

A joint venture with the Machine Tool Trades Association. (6 firms).
(Mr. J. M. Stuart, Ext. 2785).

CHICAGO: CARSON, PIRIE, SCOTT & CO. STORE PROMOTION.

This promotion will feature consumer goods from Britain and Ulster and will take place from September 19-30, 1966.
(Mr. R. A. Hillier, Ext. 2177).

BALTIMORE: HOCHSCHILD KOLN & CO. STORE PROMOTION.

This promotion will take place from September 26-October 8, 1966.
(Mr. R. A. Hillier, Ext. 2177).

CHICAGO: BASKIN CLOTHING CO. STORE PROMOTION.

This promotion will feature British menswear and will take place in early October, 1966.
(Mr. R. A. Hillier, Ext. 2177).

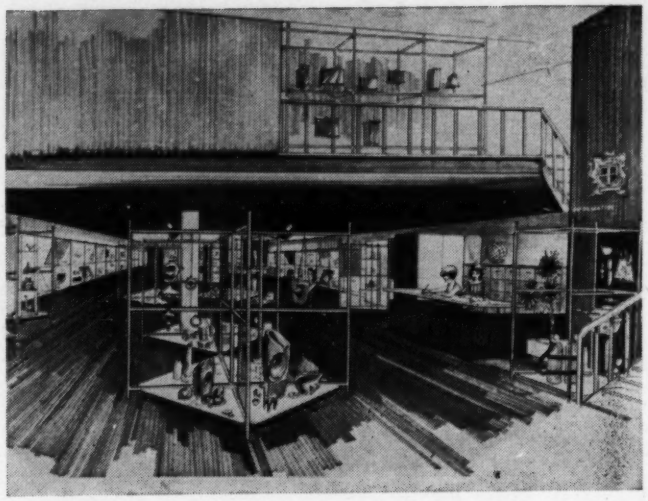
NEW YORK: NATIONAL HARDWARE SHOW – October 10-13, 1966.

Joint venture with the Federation of British Horticultural Exporters. (7 firms).
(Mr. J. M. Stuart, Ext. 2785).

CITY STORES GROUP – Autumn 1966.

Several department stores in this group will be staging promotions this autumn in which British goods will be featured as well as those of other countries. The branches concerned are:

WASHINGTON: LANSBURGHS – September 10-24, 1966.
NEW ORLEANS: MAISON BLANCHE CO. – September 18-October 1, 1966.
MEMPHIS: LOWENSTEIN & BROS. INC. – October 2-15, 1966.
BIRMINGHAM: LOVEMAN, JOSEPH & LOEB – October 9-22, 1966.
PHILADELPHIA: LIT BROS. – October 17-29, 1966.
LOUISVILLE: KAUFMAN STORES – October 24-November 5, 1966.
MIAMI: RICHARD'S – November 2-12, 1966.
(Mr. R. A. Hillier, Ext. 2177).



An artist's impression of the Abstracta display stands on the concourse level of the British Trade Centre in New York to be opened in June, 1966.

NEW YORK: BRITISH TRADE CENTRE.

The Board of Trade is giving financial support in the initial stages to the British Trade Centre which opens in June, 1966, at the Rockefeller Centre, New York. The Centre is being run by the British-American Chamber of Commerce and firms wishing to take space or seeking further information should contact the United Kingdom representatives, British Overseas Fairs Ltd. (Mr. W. T. Litchfield, 21 Tothill Street, London, S.W.1. Tel. Abbey 6376).

LATIN AMERICA—1966

BUENOS AIRES: PALERMO LIVESTOCK SHOW (ANNUAL INTERNATIONAL EXHIBITION OF THE ARGENTINE SOCIEDAD RURAL) – July 10-September 15, 1966.

British Section organized by the British Embassy in Buenos Aires.
(Mr. J. M. Stuart, Ext. 2785).

BOGOTA: INTERNATIONAL TRADE FAIR – September 1-20, 1966.

The Board of Trade is organizing a British Pavilion.
(Mr. J. M. Stuart, Ext. 2785).

MEXICO CITY: British Industrial Exhibition – October 19-30, 1966.

Inquiries about this event should be directed to British Overseas Fairs Ltd., 21 Tothill Street, London, S.W.1. (Tel. Abbey 6376).

AUSTRALIA—1966

MELBOURNE: INTERNATIONAL TRADE FAIR – March 2-19, 1966.

Joint ventures with the Hardware Manufacturers' Association (6 firms) and the British Pottery Manufacturers Federation. (13 firms).
(Miss M. S. Jones, Ext. 2788).

ORANGE (NSW): ORANGE NATIONAL FIELD DAYS – November, 1966.

A display to be arranged by the British High Commission in Sydney.
(Miss M. S. Jones, Ext. 2788).

AFRICA—1966

JOHANNESBURG: REPUBLIC FESTIVAL SHOW – March 29-April 11, 1966.

The name of this show has been changed from 'the Rand Easter Show' to 'the Republic Festival Show' to mark the fifth anniversary of the Republic of South Africa.

The display in the British Pavilion in 1966 will be mounted jointly with the British Electrical and Allied Manufacturers' Association, on the theme of the contribution which has been made to South Africa's industrial development by the British Electrical Manufacturing industry.
(Miss M. S. Jones, Ext. 2788).

NAIROBI: KENYA INTERNATIONAL TRADE FAIR – September 27-October 1, 1966.

An official information stand to be manned by representatives of the British High Commission, Nairobi.
(Miss M. S. Jones, Ext. 2788).

ASIA—1966

TIENTSIN: EXHIBITION BY THE SCIENTIFIC INSTRUMENT MANUFACTURERS' ASSOCIATION – September 11-20, 1966.

A joint venture with the Scientific Instrument Manufacturers' Association. (54 firms).
(Miss M. S. Jones, Ext. 2788).

BANGKOK: FIRST ASIAN TRADE FAIR – November 17-December 10, 1966.

The Government of Thailand supported by the United Nations Economic Commission for Asia and the Far East is organizing this event. A joint venture with the London Chamber of Commerce. (27 firms).
(Miss M. S. Jones, Ext. 2788).

PEKING: Programme of events in 1966-67.

The Board of Trade and the Sino-British Trade Council (Mr. P. S. Marshall, 21 Tothill Street, London, S.W.1, Whitehall 6711) are examining the response to the recent circularization of British industry to find out the extent of likely support from industry for various alternative proposals for specialized exhibitions, or a general exhibition, in Peking (or, possibly, another Chinese city) during the next two years or so.
(Miss M. S. Jones, Ext. 2788).

ISRAEL—1966

TEL AVIV: INTERNATIONAL TRADE FAIR – June 21-July 9, 1966.

The Board of Trade is arranging a British pavilion on the lines of those at the last two Tel Aviv Fairs.
(Miss M. S. Jones, Ext. 2788).

Exhibitions and Fairs

SECTIONS II– IV

For details of overseas trade fairs, British Weeks and store promotions in which the Board of Trade is supporting British industry, please refer to Section I of this supplement.

Amendments and additions will be shown in the first issue of each intervening month. No responsibility is taken for the standing of organizations or individuals mentioned in these lists, and dates, etc., may be subject to alteration.

The Board of Trade Overseas Trade Fairs Directorate, Queen Anne's Mansions, Queen Anne's Gate, London, S.W.1 (Tel. Abbey 7877, Ext. 3557, Germany; Ext. 2783, France and Benelux; Ext. 2782, Italy, Austria, Switzerland; Ext. 2786 East Europe; Ext. 2785 Western Hemisphere; Ext. 2788, Scandinavia and rest of the world) (Ext. 3008 United Kingdom) will be glad to answer general inquiries, but applications should be made to the organizers or United Kingdom agents for details of costs and conditions of participation. Information can also be provided about other events which, owing to space limitation, are not included in the lists.

* event held annually at approximately the time stated

† event held in alternate years at approximately the time stated

European trade fairs and exhibitions— SECTION II

1966—General

NICE: INTERNATIONAL FAIR – March 3-14.
* Apply, M. le President, 8 Place Massena, Nice.

LEIPZIG: INTERNATIONAL SPRING FAIR – March 6-15.
* Apply, Leipzig Fair Agency in Great Britain, 19 Dover Street, London, W.1. (Tel. Hyde Park 3111/2).

UTRECHT: ROYAL NETHERLANDS INDUSTRIES SPRING FAIR – March 7-16. The Fair will be closed on Thursday, March 10 and Sunday, March 13.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

CAGLIARI: SARDINIAN INTERNATIONAL SAMPLES FAIR – March 12-27.
* Apply, The President, Fiera Internazionale della Sardegna, Quartiere Fieristico, Viale A. Diaz, Cagliari, Sardinia.

VIENNA: INTERNATIONAL TRADE FAIR – March 13-20.
* Apply, Office of The Austrian Foreign Trade Representative, 1 Hyde Park Gate, London, S.W.7. (Tel. Knightsbridge 6938).

ZURICH: SWISS IMPORTS FAIR – March 25-April 3.
† Apply, Schweizerische Import-Ausstellungen (ZUSPA) Nordstrasse 20, Zurich 6.

LYONS: INTERNATIONAL FAIR – March 26-April 4.
* Apply, Exhibitions & Trade Fairs (Overseas) Ltd., 10 Clifford Street. London, W.1. (Tel. Regent 0511).

METZ: INTERNATIONAL SPRING FAIR (EXPOMETZ) – April 7-17.
* Apply, Mrs. Muriel C. Black, London Office of the Metz Fair, 69, Cannon Street, London, E.C.4. (Tel. Central 9431).

MILAN: INTERNATIONAL SAMPLES FAIR – April 14-25.
* Apply, Dr. V. Schiazzano, 31 Old Burlington Street, London, W.1. (Tel. Regent 2411).

BASLE: SWISS INDUSTRIES FAIR—April 16-26.
* Apply, Swiss Embassy, 18 Montagu Place, Bryanston Square, London, W.1. (Tel. Paddington 0701).

SAARBRUCKEN: INTERNATIONAL SAMPLES FAIR – April 16-24.
* Apply, Saarlandischer Gestaltungskreis G.m.b.H. Am Schanzenberg, Saarbrucken.

ZAGREB: INTERNATIONAL SPRING FAIR – April 16-24.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

One of the specialized exhibits at the Foire de Paris, 1965.

LILLE: INTERNATIONAL TRADE FAIR – April 23-May 8.
* Apply, Weigel, Leygonie & Co. Ltd., P.O. Box No. 275, 31/32 King Street, London, W.C.2. (Tel. Temple Bar 4825/9).

BRUSSELS: INTERNATIONAL FAIR – April 29-May 10.
* Apply, Belgium House, 167 Regent Street, London, W.1. (Tel. Regent 1491).

OSLO: BRITISH TRADE FAIR & FORTNIGHT (BRITAIN '66) – April 29-May 15.
Apply, British Overseas Fairs Ltd., 21 Tothill Street, London, S.W.1. (Tel Abbey 6376).

HANOVER: HANOVER FAIR – April 30-May 8.
* Apply, Schenkers Ltd., Royal London House, 13 Finsbury Square, London, E.C.3. (Tel. Metropolitan 9711).

VALENCIA: INTERNATIONAL SAMPLES FAIR – May 1-15.
* Apply, Feria Muestrario Internacional de Valencia Llano del Real 2, Apartado 476, Valencia.

GOTHENBURG: SWEDISH TRADE FAIR – May 6-15.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

PARIS: INTERNATIONAL FAIR – May 18-30.
* Apply, French Chamber of Commerce, Park House, 24 Rutland Gate, London, S.W.7. (Tel. Knightsbridge 9620).

BUDAPEST: INTERNATIONAL TRADE FAIR – May 20-30.
* Apply, Hungarian Chamber of Commerce, Rosenberg H.P.U., 17 Budapest V.

LIEGE: INTERNATIONAL SPRING FAIR – May 21-June 5.
* Apply, Belgium House, 167 Regent Street, London, W.1. (Tel. Regent 1491).

LUXEMBOURG: INTERNATIONAL TRADE FAIR – May 26-June 5.
* Apply, Foire Internationale de Luxembourg, Halls de l'Exposition, Luxembourg.

PALERMO: MEDITERRANEAN FAIR – May 26-June 9.
* Apply, Fiera del Mediterraneo, Piazza Generale Cascino, Palermo.

PADUA: INTERNATIONAL SAMPLES FAIR – May 31-June 13.
* Apply, Fairs and Exhibitions Ltd., 14, New Burlington Street, London, W.1. (Tel. Regent 0855).

BARCELONA: INTERNATIONAL SAMPLES FAIR – June 1-15.
* Apply, Feria Oficial E International De Muestras En Barcelonas Palacio No. 1 Avenida Maria Christina, Barcelona.

NANCY: INTERNATIONAL TRADE FAIR – June 2-13.
* Apply, M. Deiber, 7 rue des Dominicains, Nancy.

LISBON: 7TH INTERNATIONAL FAIR – June 9-23.
* Apply, Commissariat of the Fair, Praca Das Industrias Lisbon 3, Portugal.

POZNAN: 35TH INTERNATIONAL TRADE FAIR – June 12-26.
* Apply, Official Forwarding Agents, P.S.A. Transport Ltd., 70 Old Broad Street, London, E.C.2. (Tel. Avenue 2424).

BORDEAUX: INTERNATIONAL TRADE FAIR – June 16-27.
* Apply, Administration de la Foire International Bordeaux, 12 Place de la Bourse, Bordeaux.

TRIESTE: INTERNATIONAL SAMPLES FAIR – June 21-July 6.
* Apply, Italian Chamber of Commerce, 31 Old Burlington Street, London. W.1. (Tel. Regent 2411).

MOSCOW: BRITISH INDUSTRIAL EXHIBITION – July 8-24.
Apply, Industrial & Trade Fairs Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

STAVANGER: NORTH SEA FAIR – August 17-28.
Apply. Counsellor Erik Maeland, P.O.B. 261, Haugesund.

IZMIR: INTERNATIONAL TRADE FAIR – August 20-September 20.
* Apply, Izmir International Fair, Kulturpark, Izmir.

FRANKFURT: INTERNATIONAL TRADE FAIR (AUTUMN) – August 28-September 1.
Apply, LEP Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

STOCKHOLM: ST. ERIK'S FAIR – August 31-September 11.
* Apply, Trade Fairs and Promotions Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel Chancery 9011).

MESSINA: INTERNATIONAL TRADE FAIR – August.
* Apply, Ente Autonomo Fiera di Messina, Via Liberta', Messina. (Tel. 211.714 and 210.962).

STRASBOURG: 'INTERNATIONAL FAIR – September 1-12.
* Apply, M. le President, 9 rue Brulee, Strasbourg.

LEIPZIG: INTERNATIONAL AUTUMN FAIR – September 4-11.
* Apply, Leipzig Fair Agency in Great Britain, 19 Dover Street, London. W.1. (Tel. Hyde Park 3111/2).

UTRECHT: ROYAL NETHERLANDS INDUSTRIES FAIR – September 5-13.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

BARI: INTERNATIONAL LEVANT FAIR – September 7-20.
* Apply, DuMont Publicity Co. Ltd., 18 Queensberry Place, London, S.W.7. (Tel. Kensington 1700).

ZAGREB: INTERNATIONAL AUTUMN FAIR – September 8-18.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square. London, W.1. (Tel. Hunter 1951).

LAUSANNE: SWISS NATIONAL AUTUMN FAIR (COMPTOIR SUISSE) – September 10-25.
* Apply, Swiss Embassy, 18 Montagu Place, Bryanston Square, London, W.1. (Tel. Paddington 0701).

LIEGE: INTERNATIONAL AUTUMN FAIR – September 10-25.
* Apply, Belgium House, 167 Regent Street, London, W.1. (Tel. Regent 1491).

BRNO: INTERNATIONAL TRADE FAIR – September 11-20.
* Apply, Fairs & Exhibitions Ltd., 14, New Burlington Street, London, W.1. (Tel. Regent 0855).

VIENNA: INTERNATIONAL TRADE FAIR – September 11-18.
* Apply, Office of the Austrian Foreign Trade Representative, 1 Hyde Park Gate. London, S.W.7. (Tel. Knightsbridge 6938).

HELSINKI: FINNISH INTERNATIONAL TRADE FAIR – September 15-25.
* Apply, Mr. Olle Herold, Managing Director, The Finnish Corporation, Tooló, Helsinki.

MARSEILLES: INTERNATIONAL FAIR – September 22-October 3.
* Apply, Butlers Advertising Service, Fenwick House, 292 High Holborn, London. W.C.1. (Tel. Chancery 4224/5).

INNSBRUCK: EXPORT AND SAMPLES FAIR – September 24-October 2.
* Apply, Office of the Austrian Foreign Trade Representative, 1 Hyde Park Gate, London, S.W.7. (Tel. Knightsbridge 6938).

METZ: INTERNATIONAL FAIR – September 28-October 9.
* Apply, Mrs. Muriel C. Black. London Office of the Metz Fair, 69, Cannon Street, London, E.C.4. (Tel. Central 9431).

SALONIKA: SALONIKA INTERNATIONAL TRADE FAIR – September.
* Apply, Foir International de Thesalonika, Salonika.

GRAZ: AUTUMN FAIR – October 1-9.
* Apply, Dr. Kager, Graz Messeplatz, Postfach 63, Graz, Austria.

BERLIN: GERMAN INDUSTRIES EXHIBITION – October 5-16.
* Apply, Berliner-Ausstellungen Berlin-Charlottenberg 9, Hammarskjold Platz 1-7.

COPENHAGEN: INTERNATIONAL TRADE FAIR (CONSUMER GOODS) – October 21-31.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street. London, W.1. (Tel. Museum 9325).

1966—Specialized

Agriculture, Forestry, Fishing, Agricultural Machinery

PARIS: INTERNATIONAL AGRICULTURAL MACHINERY EXHIBITION – March 8-13.
* Apply, Salon International de la Machine Agricole, 95 Rue Saint Lazare, Paris 9e.

VERONA: INTERNATIONAL AGRICULTURAL FAIR – March 13-21.
* Apply, E. A. Per Fiere Di Verona, Viale Del Lavoro, Verona.

FRANKFURT: INTERNATIONAL AGRICULTURAL SHOW (49TH DLG SHOW) – May 8-15.
Apply, German Agricultural Society (DLG), 6 Frankfurt-Am-Main, Zimmerweg 16.

NOVI-SAD: INTERNATIONAL AGRICULTURAL FAIR – May 14-23.
* Apply, Novi-Sad Fair, Novi-Sad, Hajduk Veljkova 11. Yugoslavia.

MOSCOW: AGRICULTURAL MACHINERY & EQUIPMENT EXHIBITION – May 16-29.
Apply, Directorate of the International Exhibition Modern Agricultural Machinery and Equipment, 6 Kuibyshev Street, Moscow, USSR.

JONKOPING: 6TH EUROPEAN AGRICULTURAL AND INDUSTRIAL FAIR (ELMIA) – June 2-12.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

MADRID: 6TH WORLD FORESTRY, FURNITURE, FISHING AND HUNTING EXHIBITION – June 4-9.
Apply, Avenida de Portugal, Apartado de Correos 11044, Madrid II.

ANCONA: INTERNATIONAL FISHING FAIR – June 25-July 9.
* Apply, The Italian Chamber of Commerce, 31 Old Burlington Street, London, W.1. (Tel. Regent 2411).

MUNICH: INTERNATIONAL D L G-SPECIAL EXHIBITION FOR DAIRY TECHNIQUE – July 4-9.
Apply, German Agricultural Society (DLG), 6 Frankfurt-Am-Main, Zimmerweg 16.

KIEV: INTERNATIONAL POULTRY EXHIBITION – August 15-28.
Apply, Directorate of the International Poultry Exhibition, Kiev 85, USSR.

PARIS: INTERNATIONAL DAIRY EQUIPMENT EXHIBITION – November 13-21.
† Apply, M. Caron, 3 rue La Boetie, Paris, 8e.

Aircraft and Aeronautical Equipment

HANOVER: GERMAN AVIATION EXHIBITION – April 29-May 8.
† Apply, Schenkers Ltd., Royal London House, 13, Finsbury Square, London, E.C.2. (Tel. Metropolitan 9711).

TURIN: INTERNATIONAL AERONAUTICAL EXHIBITION – June 4-12.
† Apply, International Committee of Airport Systems, 12 Kendrick Mews, Kendrick Place, London, S.W.7. (Tel. Knightsbridge 7512).

Books and Periodicals

BOLOGNA: INTERNATIONAL BOOK FAIR FOR CHILDREN AND YOUNG PEOPLE – April 2-6.
* Apply, Ente Autonomo per de Fiere di Bologna, Fiera Internazionale del Libro per l'Infanzia et la Gioventu', Bologna.

FRANKFURT: INTERNATIONAL BOOK FAIR – September 22-27.
* Apply, Auslands-Und Messeburo des Borsenvereins, Kleiner Hirsch Graben 10/12, 6 Frankfurt-Am-Main.

Building and Public Works

MUNICH: INTERNATIONAL TRADE FAIR OF BUILDING MATERIALS AND INTERIOR DECORATION (BAU) – March 19-27.
* Apply, Building Exhibition Ltd.. 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

MUNICH: INTERNATIONAL EXHIBITION OF BUILDING MACHINES (BAUMA) – March 19-27.
* Apply, Building Exhibition Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

PARIS: INTERNATIONAL BUILDING AND PUBLIC WORKS MATERIALS AND EQUIPMENT EXHIBITION (EXPOMAT) – May 12-22.
† Apply, Salon International du Material de Travaux Public et de Batiment, 1 Avenue Niel, Paris 17.

PARIS: PRESTRESSED CONCRETE CONGRESS AND EXHIBITION – June 11-18.
Apply, Secretary, Prestressed Concrete Development Group, Terminal House, Grosvenor Gardens, London, S.W.1. (Tel. Belgravia 6661).

ESSEN: GERMAN BUILDING EXHIBITION (DEUBAU) – September 17-25.
† Apply, Gemeinnützige Ausstellungs G.m.b.H., Norbertstrasse 2, 43 Essen.

OPORTO: INTERNATIONAL EXHIBITION OF BUILDING AND HOUSING MATERIAL – October 15-30.
Apply, Associacao Industrial Portuense, Rua Mouzinho Silveira 228, Oporto, Portugal.

BASLE: INTERNATIONAL SURFACE TREATMENT EXHIBITION – November 19-26.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

Chemicals and Allied Industries including Plastics

COPENHAGEN: INTERNATIONAL PLASTICS FAIR (NORDPLAST) – April 22-May 2.
† Apply, Universal Fair and Exhibition Service Ltd., 17 Blaagaardsgade, Copenhagen.

PARIS: INTERNATIONAL PLASTICS AND RUBBER EXHIBITION (EUROPLASTIQUE) – May 20-30.
Apply, Du Mont Publicity Co. Ltd., 18 Queensberry Place, London, S.W.7. (Tel. Kensington 1700).

BELGRADE: 5TH INTERNATIONAL FAIR OF CHEMICAL INDUSTRIES – June 19-26.
Apply, Belgrade Fair, Beograd, Bulevar Vojvode Misica 14, P.O.B. No. 408.

UTRECHT: INTERNATIONAL PLASTICS FAIR (MACROPLASTIC) – October 19-26.
Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

Clothing and Footwear

BERLIN: FASHION WEEK – March 7-15.
* Apply, Industrie und Handelskammer zu Berlin, Hardenbergstrasse 16–18, 1 Berlin 12.

BOLOGNA: FOOTWEAR FASHION SHOW – March 12-16.
* Apply, Italian Chamber of Commerce, 31 Old Burlington Street, London, W.1. (Tel. Regent 2411).

DUSSELDORF: INTERNATIONAL FASHION AND SALES WEEK (IGEDO) – March 17-20.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

DUSSELDORF: GERMAN FOOTWEAR SAMPLES DISPLAY (GDS) – March 26-28.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

MUNICH: FASHION WEEK – March 27-31.
Apply, Mode-Woche München G.m.b.H., Leopoldstrasse 44, 8 München 23.

UTRECHT: CHILDREN'S AND BABIES' WEAR EXHIBITION (HET KIND) – March 28-31.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

UTRECHT: INTERNATIONAL FOOTWEAR TRADE FAIR – March 30-April 1.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

BERLIN: FASHION WEEK – April 13-22.
* Apply, Industrie und Handelskammer zu Berlin, Hardenbergstrasse 16–18, 1 Berlin 12.

PARIS: INTERNATIONAL EXHIBITION OF WOMEN'S READY-TO-WEAR CLOTHES – April 16-21.
* Apply, Salon International du Pret-a-Porter Feminin, 23 Rue Notre-Dame-Des-Victoires, Paris 2e.

COLOGNE: INTERNATIONAL BABIES' AND CHILDREN'S FAIR – April 22-24.
* Apply, H. E. Melsom, M.B.E., Room 229. Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

DUSSELDORF: INTERNATIONAL FASHION AND SALES WEEK (IGEDO) – April 24-27.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

COLOGNE: INTERNATIONAL MEN'S FASHION WEEK – August 26-28.
* Apply, H. E. Melsom, M.B.E., Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

FLORENCE: SHOE AND LEATHER FAIR – September 3-11.
* Apply, Secretary General, Mostra Campionaria Calzature Pelletterie Cuoio, Via Valfonda 9, Florence.

BERLIN: FASHION WEEK – September 5-13.
* Apply, Industrie und Handelskammer zu Berlin, Hardenbergstrasse 16 – 18, 1 Berlin 12.

UTRECHT: CHILDREN'S AND BABIES' WEAR EXHIBITION (HET KIND) – September 5-13.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

TURIN: INTERNATIONAL CLOTHING EXHIBITION MART (SAMIA) – September 8-11.
* Apply, Mrs. Ruth Stewart, 12 Montagu Mansions, York Street, London, W.1. (Tel. Hunter 4100).

ELDA: INTERNATIONAL FOOTWEAR AND ALLIED INDUSTRIES FAIR – September 13-20.
* Apply. Feria Internacional del Calzado. 7 Industrias Afines, Elda, Alicante.

COLOGNE: INTERNATIONAL FAIR OF LINGERIE, FOUNDATION GARMENTS AND UNDERWEAR – September 15-18.
* Apply, H. E. Melsom, M.B.E., Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

DUSSELDORF: INTERNATIONAL FASHION AND SALES WEEK (IGEDO) – September 15-18.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

DUSSELDORF: GERMAN FOOTWEAR SAMPLES DISPLAY (GDS) – September 24-26.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

MUNICH: FASHION WEEK – October 2-6.
Apply, Mode-Woche München G.m.b.H., Leopoldstrasse 44, 8 München 23.

BERLIN: FASHION WEEK – October 10-21.
* Apply, Industrie und Handelskammer zu Berlin, Hardenbergstrasse 16 – 18, 1 Berlin 12.

COLOGNE: INTERNATIONAL BABIES' AND CHILDREN'S FAIR – October 14-16.
* Apply, H. E. Melsom, M.B.E., Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

COLOGNE: INTERNATIONAL TRADE FAIR OF SPORTS GOODS AND CAMPING EQUIPMENT (SPOGA) – October 23-25.
* Apply, H. E. Melsom, M.B.E., Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

DUSSELDORF: FASHION AND SALES WEEK (IGEDO) – October 23-27.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

PARIS: INTERNATIONAL EXHIBITION OF WOMEN'S READY-TO-WEAR CLOTHES – November 5-11.
* Apply, Salon International du Pret-a-Porter Feminin, 23, Rue Notre-Dame-Des-Victoires, Paris, 2e.

Display and Shop Equipment

DUSSELDORF: 'EUROSHOP 1966' EUROPEAN EXHIBITION AND CONFERENCE FOR SHOPFITTING AND DISPLAY – June 11-15.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

Engineering, Radio and Electrical Goods

PARIS: INTERNATIONAL FESTIVAL OF SOUND – March 10-15.
* Apply, Commissaire Generale, 16 rue de Presles, Paris 15e.

PARIS: ELECTRICAL AND MECHANICAL INDUSTRIES EXHIBITION (MECANELEC) – April 15-24.
† Apply, Managing Director, 40 rue du Colisee, Paris, 8e.

BELGRADE: 10TH INTERNATIONAL TECHNICAL FAIR – May 21-30.
* Apply, Beogradski Sajam, Bulevar Vojvode Misica 14, Belgrade.

ROME: INTERNATIONAL EXHIBITION OF ELECTRONICS, NUCLEAR ENERGY AND TELEVISION, RADIO AND CINEMATOGRAPHY – June 15-26.
* Apply, Rassegna Internazionale Electronica Nucleare E Teleradicine Matografica, Via Crescenzio No. 9, Rome.

OSLO: THE 5TH TECHNICAL FAIR – August 31-September 11.
Apply, Maskingrossisternes Forening, Rosenkrantzgt, 22 Oslo 1.

MOSCOW: MECHANISATION METHODS FOR ENGINEERING AND TECHNICAL WORK EXHIBITION – September 1-15.
Apply, Directorate of the International Exhibition, Mechanisation Methods for Engineering and Technical Work, 6 Kuibyshev Street, Moscow, USSR.

CHARLEROI: INTERNATIONAL TECHNICAL EXHIBITION – September 16-25.
† Apply, Weigel Leygonie & Co. Ltd., 31/32 King Street, London, W.C.2. (Tel. Temple Bar 4825).

UTRECHT: INTERNATIONAL EUROPEAN EXHIBITION OF METAL FINISHING (EUROFINISH/VOM '66) – September 20-24.
† Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

TURIN: INTERNATIONAL TECHNICAL EXHIBITION – September 22-October 4.
* Apply, Salone Internazionale Della Tecnica, Corso Massimo d' Azeglio 15, Turin.

STOCKHOLM: TECHNICAL FAIR – September 30-October 6.
* Apply, Trade Fairs and Promotions Ltd., Commonwealth House, 1-19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

LJUBLJANA: 13TH INTERNATIONAL EXHIBITION OF ELECTRONICS, TELECOMMUNICATION, AUTOMATION AND NUCLEONICS – October 4-9.
* Apply, Gospodarsko Razstavisce 50, Titova, Ljubljana, Yugoslavia.

AMSTERDAM: FIAREX '66 – October 10-14.
† Apply, F.I.A.R., Minervalaan 82, h.s., Amsterdam.

GENOA: INTERNATIONAL WELDING EXHIBITION – October 15-23.
† Apply, Exhibitions and Trade Fairs Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

MUNICH: INTERNATIONAL EXHIBITION OF ELECTRONIC COMPONENTS AND RELATED MEASUREMENT AND PRODUCTION EQUIPMENT (ELECTRONICA) – October 20-26.
† Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

HELSINKI: TELEVISION AND RADIO SHOW – October 28-November 6.
Apply, Finnish Fair Corporation, Helsinki-Finland.

GOTHENBURG: 1ST INTERNATIONAL CORROSION EXHIBITION 'SCAN-CORR '66' – October 29-November 6.
Apply, Scandinexpo A.B. Gothenburg.

MILAN: INSTRUMENTATION AND AUTOMATION FAIR – November 19-25.
† Apply, Federazione della Associazioni Scientifiche E Techniche (Fast) di Milano, P. le Morandi 2, Milan.

Foodstuffs, Food Machinery, Hotel and Catering

MURCIA: INTERNATIONAL CANNED GOODS AND FOOD FAIR – April 1-10.
* Apply, Feria International de la Conserva Y Alimentacion Murcia, Spain.

UTRECHT: INTERNATIONAL FOOD FAIR (ROKA) – April 25-29.
† Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

BOLOGNA: INTERNATIONAL FOODSTUFFS EXHIBITION – May 8-22.
* Apply, Italian Chamber of Commerce, 31 Old Burlington Street, London, W.1. (Tel. Regent 2411).

ZURICH: INTERNATIONAL BAKERY AND CONFECTIONERY TRADE FAIR – May 13-22.
* Apply, Zuspa Genossenschaft Zurcher Spezial – Ausstellungen, Nordstrasse 20, Zurich, 6.

COPENHAGEN: 6TH INTERNATIONAL AIDA CONGRESS AND EXHIBITION (FOOD) – June 23-July 3.
Apply, General Secretariat, AIDA 1966. Bella Centret A/S, Hvidkildevej 64, Copenhagen F.

HAMBURG: INTERNATIONAL FOOD AND DELICATESSEN EXHIBITION (LEFA) – August 19-28.
† Apply, Planten un Blomen Ausstellungspark der Freien und Hansestaut, Hamburg Am Dammtor, 2 Hamburg 36.

PARIS: INTERNATIONAL CONFECTIONERY EXHIBITION (INTERSUC) – September 11-14.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

MUNICH: INTERNATIONAL EXHIBITION OF PROVISIONS AND FINE FOODS (IKOFA) – September 17-25.
† Apply, Munchener Messe-und Ausstellungs G.m.b.H., 8 Munchen 12, Theresienhöhe 13.

PARMA: INTERNATIONAL PRESERVED FOOD AND FOOD PACKAGING EXHIBITION – September 24-October 2.
* Apply, Italian Chamer of Commerce, 31 Old Burlington Street, London, W.1. (Tel. Regent 2411).

HANOVER: 17TH EXHIBITION OF HOTEL AND CATERING TRADES – October 1-9.
* Apply, Schenkers Ltd., Royal London House, 13 Finsbury Square, London, E.C.2. (Tel. Metropolitan 9711).

BRUSSELS: FOOD & DOMESTIC EQUIPMENT TRADES FAIR – October 8-23.
* Apply, SIMPA, 29-31, Boulevard du Jardin Boutanique, Brussels, 1.

MONTPELIER: INTERNATIONAL VINICULTURE AND WINE FAIR – October 8-18.
* Apply, Foire Internationale de la Vigne et du Vin, 11 bis rue de la Loge, Montpelier.

PARIS: INTERNATIONAL HOTEL AND CATERING EQUIPMENT EXHIBITION, EQUIP'HOTEL – October 13-24.
* Apply, M. Willard, 15 rue de Liege, Paris 9.

DIJON: FOIRE GASTRONOMIQUE (NATIONAL FOOD, WINES AND GASTRONOMY EXHIBITION) – October 29-November 11.
* Apply, Palais des Expositions, Boulevard de Champagne, Dijon.

BERLIN: GERMAN RESTAURANT AND CATERING CONFERENCE AND FOOD EXHIBITION – November 4-13.
† Apply, Berliner Ausstellungen, Hammarskjold Platz 1-7, 1 Berlin 19, Charlottenburg.

PARIS: INTERNATIONAL FOOD SALON (SIAL) – November 13-21.
† Apply, Madame Jeanne Dench, 16 Sandyford Place, Glasgow, C.3. (Tel. City 4461/5).

PARIS: INTERNATIONAL EXHIBITION FOR THE MALT AND BEER INDUSTRIES – November 13-21.
† Apply, M. Caron, 3 rue La Boetie, Paris 8.

PARIS: INTERNATIONAL FOOD EQUIPMENT INDUSTRIES EXHIBITION (MATERAL) – November 13-21.
* Apply, Salon International de l'Equipement des Industries de l'Alimentation, 42 rue du Louvre, Paris, 1er.

PARIS: INTERNATIONAL EXHIBITION OF MATERIALS, TECHNIQUES AND WHOLESALE TRADE IN THE MEAT INDUSTRY (MATIC) – November 13-21.
Apply, 'Matic' 42 Rue du Louvre, Paris, 1er.

Furniture, Furnishings, Household Equipment and Hardware

PARIS: INTERNATIONAL DOMESTIC ARTS EXHIBITION (ARTS MENAGERS) – March 6-21.
* Apply, Commissariat General du Salon des Arts Menagers, Palais de la Defense, 15 Avenue Division-Leclerc, Puteaux (Seine). (Tel. Sab. 16.40).

LYONS: INTERNATIONAL EXHIBITION OF IRONMONGERY, TOOLS, HOUSEHOLD EQUIPMENT AND HEATING – April 1-4.
* Apply, Exhibitions & Trade Fairs (Overseas) Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

AMSTERDAM: INTERNATIONAL HOUSEHOLD FAIR – April 15-24.
* Apply, C.E.S. (Overseas) Ltd., 225c Balham High Road, London, S.W.19. (Tel. Balham 4650).

PARIS: COMMUNITY LIFE EXHIBITION – May 19-23.
Apply, Salon de la Vie Collective, 15 Avenue de la Division-Leclerc, Puteaux (Seine).

NAPLES: HOMES, FURNISHINGS AND CLOTHING EXHIBITION (FIERA DELLA CASA) – June 18-July 13.
* Apply, Ente Autonomo Mostra D'Oltremare, Piazza Campi Flegrei, Naples.

MILAN: INTERNATIONAL HOUSEHOLD GOODS AND HARDWARE EXHIBITION (MACEF) – September 3-6.
* Apply, F. C. Urbach, International Advertising Ltd., 23, Lyndhurst Road, London, N.W.3. (Tel. Swiss Cottage 3952).

BASLE: INTERNATIONAL HARDWARE EXHIBITION (INTERFEREX) – September 4-6.
* Apply, Dennis G. Love Esq., International Marketing Advertising Design Group, 18 Swakeleys Drive, Ickenham, Middlesex. (Tel. Uxbridge 4891).

UTRECHT: TRADE FAIR FOR FURNITURE & FURNISHINGS (INTER-DECOR) – September 5-9. Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

COLOGNE: INTERNATIONAL HOUSEHOLD GOODS AND HARDWARE FAIR – September 9-11.
* Apply, H. E. Melsom, MBE, Room 229 Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

LYONS: INTERNATIONAL FURNITURE AND FURNISHING ACCESSORIES EXHIBITION (MEUROPAM AND PRO-MEUROPAM) – October 8-11.
* Apply, Exhibitions and Trade Fairs (Overseas) Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

GENEVA: HOUSEHOLD EXHIBITION (ARTS MENAGERS) – October 27-November 6.
* Apply, Secretariat, 54b Route des Accacia, 1211 Geneva.

Handicrafts and Fancy Goods, etc.

FLORENCE: INTERNATIONAL HANDICRAFT FAIR – April 23-May 8.
* Apply, Mostra-Mercato Nazionale dell, Artigianato, Piazza Della Liberta, Florence.

MUNICH: INTERNATIONAL HANDICRAFTS EXHIBITION – May 12-22.
† Apply, Du Mont Publicity Co. Ltd., 18 Queensberry Place, London, S.W.7. (Tel. Kensington 1700).

Heating and Ventilating

STUTTGART: INTERNATIONAL TRADE FAIR FOR OIL AND GAS FIRING (INTHERM) – March 30-April 3.
* Apply, CES (Overseas) Ltd., 225c Balham High Road, London, S.W.17. (Tel. Balham 4650).

Horticulture and Horticultural Equipment

GENOA: INTERNATIONAL FLOWER & PLANT EXHIBITION (EUROFLORA) – April 30-May 8.
* Apply, Exhibitions & Trade Fairs (Overseas) Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

UTRECHT: GARDEN AND PARK EXHIBITION – November 8-12.
Apply, Exhibition Consultants Ltd., 11, Manchester Square, London, W.1. (Tel. Hunter 1951).

Hospital and Medical Equipment

PARIS: INTERNATIONAL HEALTH EXHIBITION AND CONGRESS – March 28-April 1.
† Apply, Techniques Hospitalieres Medico-Sociales et Sanitaires, 37 rue de Montholon, Paris, 9e.

BERLIN: INTERNATIONAL PHARMACEUTICAL AND MEDICAL APPARATUS EXHIBITION – June 1-5.
* Apply, Berliner Ausstellungen, Messedamm 22, 2 Berlin 19.

MUNICH: 20TH INTERNATIONAL CONGRESS AND EXHIBITION OF OPTHALMOLOGY – August 14-19.
Apply, Kongress Buro, 8 Munchen 15, Beethovenstrasse 8.

STUTTGART: INTERNATIONAL CHEMISTS' AND DRUGGISTS' EXHIBITION (INDROFA) – September 23-27.
† Apply, C. E. S. (Overseas) Ltd., 225C Balham HighRoad, London, S.W.17. (Tel. Balham 4650).

ZURICH: INTERNATIONAL TRADE FAIR FOR MEDICAL AND HOSPITAL EQUIPMENT – October 6-10.
* Apply, Arbeitsgemeinschaft fur Fachmessen Hofackerstrasse 36, 8032 Zurich. (Tel. 47.27.36).

Leather, Leather Goods and Fur

FRANKFURT: INTERNATIONAL FUR FAIR – March 30-April 3.
* Apply, Frankfurter Rauchwaren – Messe GmbH, Borsenstrasse 8, 6 Frankfurt am Main.

PARIS: INTERNATIONAL FUR TRADE EXHIBITION – April 14-18.
* Apply, M. Lebel, 36, Avenue de l'Opera, Paris, 2e. (Tel. Ely 58.27).

COPENHAGEN: INTERNATIONAL LEATHER GOODS FAIR – May 6-11.
Apply, Udstillingshallen Forum A/S Julius Thomsens Plads, Copenhagen V.

UTRECHT: SUMMER TRADE FAIR FOR TRAVEL & LEATHER GOODS – June 13-17.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

OFFENBACH: INTERNATIONAL LEATHER GOODS FAIR – August 27-September 1.
* Apply, Offenbacher Messe GmbH, Kaiserstrasse 108-112, 605 Offenbach am Main, 1.

PARIS: INTERNATIONAL LEATHER WEEK – September 8-13.
* Apply, The Secretary, Conseil National du Cuir, 2 Rue Edouard VII, Paris 9e. (Tel. Ope 68.60).

Motor Vehicles, Motor Cycles and Bicycles

GENEVA: INTERNATIONAL MOTOR EXHIBITION – March 10-20.
* Apply, Salon International de l'Automobile, 5 rue Jacques – Balmat, Geneva.

STOCKHOLM: INTERNATIONAL SPORTS CAR SHOW April 6-11.
* Apply, Mr. Picko Troberg, Ostermans Marmorhallar, Stockholm.

British boats on display. On the left, Mr. Ian Proctor (right) presenting the Designers Award for the champion Signet 12½ft. sailing dinghy to Mr. Robert Obrig at the New York Boat Show in January. On the right the British Information stand at the German Boat Show in Hamburg, from January 20 to 26.

BARCELONA: INTERNATIONAL MOTOR SHOW – April 14-24.
Apply, Sr. D. Enrique Localle, Presidente del Comite Organizador, Salon del Automovil, Avda Maria Cristina, Barcelona.

COLOGNE: INTERNATIONAL BICYCLE AND MOTOR CYCLE EXHIBITION (IFMA) – September 24-28.
† Apply, H. E. Melsom, MBE, Room 229 Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

PARIS: INTERNATIONAL MOTOR CAR, CYCLE, MOTOR CYCLE AND SPORTS EXHIBITION – October 6-16.
* Apply, R. C. Liebman, 178, Fleet Street, London, E.C.4. (Tel. City 5889).

TURIN: INTERNATIONAL MOTOR SHOW – November 3-13.
* Apply, Comitato Organizzatore, Salone Internazionale dell Automobile, Corso Galileo Ferraris 61, Turin.

Nuclear Energy

BASLE: INTERNATIONAL NUCLEAR INDUSTRIES FAIR (NUCLEX '66) – September 8-14.
Apply, The Secretary, Nuclex 66, Basle 21.

Office Machinery and Equipment

MOSCOW: INTERNATIONAL BUSINESS EQUIPMENT EXHIBITION – September 1-15.
Apply, Directorate of the International Exhibition 'Equipment and Appliances for Mechanization of Designing, Technical and Office Work', 6 Kuibyshev Street, Moscow, USSR.

MILAN: ITALIAN OFFICE MACHINERY & EQUIPMENT EXHIBITION (SMAU) – September 30-October 8.
* Apply, Associazione Nazionale Commercianti Macchine e Forniture per Ufficio, Piazza Belgioloso 1, Milan.

PARIS: BUSINESS MACHINES & OFFICE EQUIPMENT EXHIBITION (SICOB) – October 13-22.
* Apply, Salon de l'Equipement de Bureau, 6 Place de Valois, Paris, 1er.

Packaging Machinery and Materials

DUSSELDORF: 4TH INTERNATIONAL TRADE FAIR OF PACKAGING MACHINERY AND MATERIALS AND CONFECTIONERY MACHINERY (INTERPACK) – May 12-18.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

PARIS: INTERNATIONAL PACKAGING EXHIBITION – November 13-21.
† Apply, Salon de l'Emballage, 20, rue Carpeaux, Puteaux (Seine).

PARIS: INTERNATIONAL BOTTLING EQUIPMENT AND ALLIED INDUSTRIES EXHIBITION – November 13-21.
† Apply, M. Caron, 3, rue La Boetie, Paris 8.

Police Equipment

HANOVER: INTERNATIONAL POLICE EXHIBITION – August 27-September 11.
Apply, Schenkers Ltd., Royal London House, Finsbury Square, London, E.C.2. (Tel. Metropolitan 9711).

Pottery and Glass

VICENZA: INTERNATIONAL CERAMICS EXHIBITION – April 28-May 1.
* Apply, Ente Fiera di Vicenza, Contra Mure Porta Nova 3, Vicenza.

PARIS: INTERNATIONAL CHINA, GLASSWARE AND POTTERY EXHIBITION – June 19-24.
* Apply. Commissaire General, 32 rue de Paradis, Paris, 10e.

Printing and Stationery

ZURICH: INTERNATIONAL SCREEN PRINTING EXHIBITION & CONGRESS – June 2-5.
Apply, The Sekretariat, Geschaftsstelle Nordstrasse 20, CH 8006, Zurich, Switzerland.

Scientific, Surgical and Photographic Instruments

COLOGNE: INTERNATIONAL PHOTO AND CINE EXHIBITION (PHOTOKINA) – October 1-9.
Apply, H. E. Melsom, M.B.E., Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

BASLE: INTERNATIONAL CONGRESS AND EXHIBITION OF LABORATORY MEASUREMENT AND AUTOMATION TECHNIQUES IN CHEMISTRY – October 17-22.
Apply, Sekretariat, Ilmac, Basle, 21.

MUNICH: INTERNATIONAL EXHIBITION OF MEASURING INSTRUMENTS AND ELECTRONIC COMPONENTS (ELECTRONICA) – October 20-26.
† Apply, Exhibition Consultants Ltd., 11 Manchester Square, London. W.1. (Tel. Hunter 1951).

Ships and Boats

BERLIN: INTERNATIONAL BOAT SHOW AND AQUATIC EXHIBITION – March 4-13.
* Apply, Berliner Ausstellungen Messedamm 22, 1 Berlin 19.

STOCKHOLM: INTERNATIONAL BOAT SHOW – March 17-28.
* Apply, 'Allt for Sjon' Fack, Storangsvagen 18, Stockholm No.

PARIS: INTERNATIONAL PLEASURE BOAT EXHIBITION – May 18-30.
* Apply, Exhibitions and Trade Fairs (Overseas) Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

AMSTERDAM: INTERNATIONAL SHIPBUILDING, MARINE ENGINEERING & PORT EQUIPMENT EXHIBITION – November 8-12.
* Apply. Anglican Trade Promotions Ltd., 67/69, Chancery Lane, London, W.C.2. (Tel. Chancery 6561).

Textiles

GOTHENBURG: 'TEXTIL '66'. INTERNATIONAL TRADE FAIR FOR SPORT AND LEISURE WEAR – March 12-20.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

MILAN: INTERNATIONAL TEXTILES AND CLOTHING MARKET (MITAM) – May 17-20.
* Apply, Mitam Galleria, San Babila 4/D, Milan.

COPENHAGEN: INTERNATIONAL PIECE GOODS FAIR (NORD-STOFF '66) – May 24-27.
Apply Universal Fair & Exhibition Services Ltd., Blaagaardsgade 17, Copenhagen, N.

DORNBIRN: INTERNATIONAL EXPORT AND SAMPLES FAIR (TEXTILES) – June 1-3.
* Apply, Office of the Austrian Foreign Trade Representative, 1, Hyde Park Gate, London, S.W.7. (Tel. Knightsbridge 6938).

FRANKFURT: INTERNATIONAL TEXTILE EXHIBITION (INTERSTOFF) – June 7-10.
* Apply, LEP Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

LESKOVAC: INTERNATIONAL FAIR OF TEXTILES AND TEXTILE MACHINERY – June 19-27.
* Apply, Sajam Teksti Lai Tekstilnih Masina, Leskovac, Yugoslavia.

MILAN: INTERNATIONAL TEXTILES AND CLOTHING MARKET (MITAM) – November 8-11.
* Apply, Mitam Galleria, San Babila 4/D, Milan.

FRANKFURT: INTERNATIONAL TEXTILE EXHIBITION (INTERSTOFF) – November 22-25.
* Apply, LEP Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

Toys, Games and Sports Equipment

AMSTERDAM: INTERNATIONAL YACHTING, CAMPING & CARAVAN EQUIPMENT EXHIBITION (HISWA) – March 18-28.
* Apply, RAI Gebouw, Europaplein 8, Amsterdam 2.

WIESBADEN: INTERNATIONAL SPORTS GOODS FAIR – March 20-22.
Apply, Internationale Sportartikel-Messe, Wiesbaden G.m.b.H., 62 Wiesbaden, Langgasse 17.

GRENOBLE: INTERNATIONAL WINTER SPORTS EXHIBITION – March 26-30.
* Apply, Foire de Grenoble, 1 Place Jacqueline-Marval, Grenoble.

PARIS: NATIONAL CAMPING, CARAVANING AND SPORTS EXHIBITION – April 16-May 2.
* Apply, 60 rue Notre-Dame-des-Victoires, Paris, 2e.

STOCKHOLM: 'RECREATION '66' EXHIBITION – April 20-May 1.
Apply, Trade Fairs and Promotions Ltd., Commonwealth House, 1-19, New Oxford Street, London, W.1. (Tel. Chancery 9011).

LAHTI (FINLAND): SPRING 1966 EXHIBITION, HOBBY, HOLIDAY AND CAMPING EQUIPMENT.
Apply, Lahden Seudum Yrittajat r.y. (Lahti Region Enterprisers Association), Valtakunnallineu Askartelulictto r.y. (National Leisure Time and Hobbies Federation).

ANCONA: INTERNATIONAL FISHING FAIR – June 25-July 9.
* Apply, The Italian Institute of Foreign Trade, 31, Old Burlington Street, London, W.1. (Tel. Regent 2411).

PARIS: INTERNATIONAL PROFESSIONAL OPEN AIR AND FISHING EQUIPMENT EXHIBITION – September 23-26.
* Apply, 15 rue de la Paix, Paris, 2e.

ESSEN: INTERNATIONAL CARAVAN EXHIBITION – October 5-9.
* Apply, German Caravan Manufacturers Association, c/o Westfalia-Werke K.G., 4832 Wieden-Brueck 2W, Postfach 104.

COLOGNE: INTERNATIONAL TRADE FAIR OF SPORTS GOODS, CAMPING EQUIPMENT AND GARDEN FURNITURE (SPOGA) – October 23-25.
* Apply, H. E. Melsom, MBE, Room 229 Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

Watches and Clocks

BESANCON: INTERNATIONAL CLOCK AND WATCHMAKING INDUSTRY EXHIBITION – September 3-12.
* Apply, Commissariat General, Salon International de l'Horlogerie, 54 Grande-Rue, Besancon.

Wood and Woodworking Machinery

KLAGENFURT: AUSTRIAN TIMBER FAIR – August 11-21
* Apply, CES (Overseas) Ltd., 225c Balham High Road, London. S.W.17. (Tel. Balham 4650).

1967—General

FRANKFURT: INTERNATIONAL TRADE FAIR (SPRING) – February 26-March 2.
* Apply, Lep Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

UTRECHT: INTERNATIONAL SPRING TRADE FAIR March 6-14.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

BASLE: SWISS INDUSTRIES FAIR – April 15-25.
* Apply, Swiss Embassy, 18 Montagu Place, Bryanston Square, London, W.1. (Tel. Paddington 0701).

HANOVER: HANOVER FAIR – April 29-May 7.
* Apply, Schenkers Ltd., Royal London House, 13 Finsbury Square, London, E.C.3. (Tel. Metropolitan 9711).

FRANKFURT: INTERNATIONAL TRADE FAIR (AUTUMN) – August 27-31.
* Apply, Lep Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

BERLIN: GERMAN INDUSTRIES EXHIBITION – October 4-15.
* Apply, Berliner Ausstellungen, Messedamm 22, 1 Berlin 19.

1967—Specialized

Agriculture, Forestry, Fishing, Agricultural Machinery

BERLIN: GREEN WEEK – January 27-February 5.
* Apply, Berliner Ausstellungen, Messedamm 22, 1 Berlin 19.

COPENHAGEN: SIXTH INTERNATIONAL FISHERIES FAIR – May 19-28.
Apply, Universal Fair and Exhibition Service Ltd., Blaagaardsgade 17, Copenhagen, N.

Aircraft and Aeronautical Equipment

PARIS: INTERNATIONAL AERONAUTICS AND SPACE EXHIBITION – June.
† Apply, M. Heurteux, 4-6, Rue Galilèe, Paris, 16e.

Building and Public Works

HANOVER: CONSTRUCTA II. INTERNATIONAL BUILDING EXHIBITION – January 21-29.
Apply, Schenkers Ltd., Royal London House, 13 Finsbury Square, London, E.C.2. (Tel. Metropolitan 9711).

MUNICH: INTERNATIONAL EXHIBITION OF BUILDING MACHINERY (BAUMA) – March 11-19.
* Apply, The Building Exhibition, 11 Manchester Square, London W.1. (Tel. Hunter 1951).

PARIS: INTERNATIONAL BUILDING EXHIBITION (BATIMAT) – November.
† Apply, M. Le Prince, 1, Avenue Niel, Paris, 17e.

Chemicals and Allied Industries including Plastics

FRANKFURT: 15TH CHEMICAL ENGINEERING EXHIBITION AND CONGRESS – June 21-29.
Apply, Dechema e V., 6 Frankfurt-Am-Main, Theodor-Heuss-Allee 25, Postfach 7746.

DUSSELDORF: INTERNATIONAL PLASTICS EXHIBITION (KUNSTSTOFFE) – October 5-12.
Apply John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

Clothing and Footwear

PARIS: INTERNATIONAL CLOTHING TRADE AND KNITWEAR INDUSTRIES EQUIPMENT EXHIBITION – February.
† Apply, M. Devred, 40, Rue Du Colisee, Paris, 8e.

DUSSELDORF: INTERNATIONAL FASHION AND SALES WEEK (IGEDO) – March.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

DUSSELDORF: INTERNATIONAL FASHION AND SALES WEEK (IGEDO) – April.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

MUNICH: FASHION WEEK – April 2-6.
Apply, Mode-Woche München G.m.b.H., Leopoldstrasse 44, 8 München 23.

PIRMASENS: INTERNATIONAL FOOTWEAR, LEATHER AND MACHINERY FAIR – April 22-27.
Apply, Messeleitung Dankelsbachstrasse 19, Post Box 860, 678 Pirmasens, Germany.

COLOGNE: INTERNATIONAL MEN'S FASHION WEEK August 25-27.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

MUNICH: FASHION WEEK – October 1-5.
Apply, Mode Woche München G.m.b.H., Leopoldstrasse 44, 8 München 23.

Civil Defence Equipment

COLOGNE: INTERNATIONAL CIVIL DEFENCE EXHIBITION – June 3-11.
Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

Engineering, Radio and Electrical Goods

PARIS: INTERNATIONAL MATERIALS HANDLING EXHIBITION – May.
† Apply, M. Ollive, 20, Rue Carpeaux, Puteaux (Seine).

PARIS: INTERNATIONAL HYDRAULICS AND COMPRESSED AIR EXHIBITION – May.
† Apply, M. Ollive, 20, Rue Carpeaux, Puteaux (Seine).

BASLE: INTERNATIONAL EXHIBITION OF INDUSTRIAL ELECTRONICS (INEL) – September.
† Apply, Exhibition Management, Swiss Industries Fair, 61 Clarastrasse, 4000 Basle.

PARIS: INTERNATIONAL RADIO AND TELEVISION EXHIBITON – September.
† Apply, M. Foucault, 16, Rue De Presles, Paris, 15e.

Furniture, Furnishings, Household Equipment and Hardware

COLOGNE: INTERNATIONAL HOUSEHOLD GOODS AND HARDWARE FAIR – February 23-26.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

COLOGNE: INTERNATIONAL FAIR OF FURNITURE UPHOLSTERY SUPPLIES AND WOOD PROCESSING INDUSTRIES (INTERZUM) – June 22-25.
† Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

COLOGNE: INTERNATIONAL HOUSEHOLD GOODS AND HARDWARE TRADE FAIR – September 8-10.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

Handicrafts and Fancy Goods

MUNICH: INTERNATIONAL HANDICRAFTS EXHIBITION – May 24-June 4.
Apply, Du Mont Publicity Co. Ltd., 18 Queensberry Place, London, S.W.7. (Tel. Kensington 1700).

Heating and Ventilating

STUTTGART: INTERNATIONAL TRADE FAIR FOR OIL AND GAS FIRING (INTHERM) – March 1-5.
Apply, CES (Overseas) Limited, 225c Balham High Road, London, S.W.17. (Tel. Balham 4650).

FRANKFURT: INTERNATIONAL TRADE EXHIBITION OF SANITARY AND HEATING TECHNIQUES – April 1-9.
† Apply, Lep Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

Hospital and Medical Equipment

COPENHAGEN: THIRD INTERNATIONAL HOSPITAL FAIR – May 16-21.
† Apply, Fyens Forum, Odense.

BERLIN: HOSPITAL EQUIPMENT EXHIBITION (FAB) May 31-June 3.
* Apply, Berliner Ausstellungen, Messedamm 22, 1 Berlin 19.

GOTHENBURG: INTERNATIONAL MEDICAL CARE AND HEALTH EXHIBITION – September 28-October 5.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

Leather, Leather Goods and Fur

OFFENBACH: INTERNATIONAL LEATHER GOODS FAIR – February 25-March 2.
* Apply, Offenbacher Messe – GmbH Kaiserstrasse 108-112, 605 Offenbach am Main.

OFFENBACH: INTERNATIONAL LEATHER GOODS FAIR – August 26-31.
Apply, Offenbacher Messe-G.m.b.H., Kaiserstrasse 108-112, 605 Offenbach am Main.

Motor Vehicles. Motor Cycles and Bicycles

FRANKFURT: INTERNATIONAL MOTOR EXHIBITION – September 14-24.
† Apply, Verband der Automobilindustrie e V., Postfach 725347 Westendstrasse 51, 6 Frankfurt am Main 16.

Packaging Machinery and Materials

COPENHAGEN: SECOND INTERNATIONAL PACKING FAIR 'NORD PACK '67' – April 27-May 5.
† Apply, Universal Fair and Exhibition Service Ltd., Blaagaardsgade 17, Copenhagen, N.

Printing and Stationery

DUSSELDORF: DRUPA '67. INTERNATIONAL PAPER AND PRINTING EXHIBITION – May 26-June 8.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

COLOGNE: INTERNATIONAL TRADE EXHIBITION FOR REPROGRAPHY – October 25-30.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

Ships and Boats

BERLIN: INTERNATIONAL BOAT SHOW AND AQUATIC EXHIBITION – March 10-19.
* Apply, Berliner Ausstellungen, Messedamm 22, 1 Berlin, 19.

HALSINGBORG: INTERNATIONAL SHIPPING EXHIBITION – August 31-September 10.
Apply, AB Hälsingborgsutstallningar, Hälsingborg Exhibitions Ltd., Hamntobget, Hälsingborg, Sweden.

Textiles

FRANKFURT: INTERNATIONAL TEXTILES EXHIBITION (INTERSTOFF) – May 23-26.
* Apply, LEP Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

FRANKFURT: INTERNATIONAL TEXTILES EXHIBITION (INTERSTOFF) – November 28-December 1.
Apply, LEP Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

Textile Machinery

BASLE: INTERNATIONAL TEXTILE MACHINERY EXHIBITION – September 27-October 6.
Apply, British Textile Machinery Organization, Old Colony House. South King Street, Manchester, 2.

Toys, Games and Sports Equipment

NUREMBURG: INTERNATIONAL TOY FAIR – February 12-17.
* Apply, LEP Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

Miscellaneous

PARIS: INTERNATIONAL EXHIBITION FOR THE SAFETY AND THE PROTECTION OF PEOPLE AND GOODS (EUROPROTECTION) – May.
Apply, Europrotection, 23, Rue Notre-Dame Des Victoires, Paris, 2e.

1968: General

FRANKFURT: INTERNATIONAL TRADE FAIR (SPRING) – March 3-7.
* Apply, LEP Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

SECTION III

Trade fairs and exhibitions outside Europe

1966: General

MELBOURNE: INTERNATIONAL TRADE FAIR – March 2-19.
Apply, United Kingdom Agents – William Coward & Co. Ltd., 3 St. James's Square, London, S.W.1. (Tel. Whitehall 5532).

JOHANNESBURG: REPUBLIC FESTIVAL SHOW – March 29-April 11.
* Apply, Witwatersrand Agricultural Society, PO Box 4344, Johannesburg.

OSAKA: OSAKA INTERNATIONAL TRADE FAIR – April 9-29.
† Apply, Osaka International Trade Fair Commission, Honmachibashi, Higashi-ku, Osaka, Japan.

SAN FRANCISCO: UNITED STATES WORLD TRADE FAIR – May 12-22. At the Civic Auditorium, Brook Hall.
Apply, Agran Displays Ltd., 15 Trinity Square, London, E.C.3. (Tel. Royal 6666).

TEL AVIV: INTERNATIONAL TRADE FAIR – June 21-July 9.
Apply, Industrial and Trade Fairs Ltd., Commonwealth House, 1–19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

TORONTO: CANADIAN NATIONAL EXHIBITION – August 19-September 5. At Exhibition Park.
Apply, Canadian National Exhibition Representative, Columbia House, 3 Lower Regent Street, London, S.W.1. (Tel. Whitehall 2794).

BOGOTA: SIXTH INTERNATIONAL TRADE FAIR – September 1-20.
Apply, Corporacion De Ferias Y Exposiciones S.A. Bogota DE Colombia.

BANGKOK: ASIAN TRADE FAIR (ECAFE) – November 17-December 10.
Apply. Department of Economic Relations, Ministry of Economic Affairs, Bangkok.

1966: Specialised

Agriculture, Forestry, Fishing and Agricultural Machinery

MOZAMBIQUE (PORTUGESE EAST AFRICA): 2ND AGRARIAN, COMMERCIAL AND INDUSTRIAL FAIR – July 9-24.
Apply, Director D. A. Comissao, Organizadora DA Facim, Predio Santos Gil 2°-n°.22, PO Box 1761. (Tel. 3713 Lourenco Marques.

CAPETOWN: FISHING INDUSTRIES EXHIBITION – October 11-15.
Apply, South African Exhibition Organizers (Pty.) Ltd., 9th Floor, Trust House, Foreshore, Cape Town, PO Box 667.

Building and Public Works

CLEVELAND: INDUSTRIAL INSTITUTIONAL COMMERCIAL BUILDING EXPOSITION – March 21-24.
Apply, United Kingdom Agents, The Building Exhibition, 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

TORONTO: CONSTRUCTION AND PUBLIC WORKS SHOW – December 5-8. At Exhibition Park.
† Apply, Mr. L. Haines, Industrial and Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.

Chemicals and Allied Industries including Plastics

TORONTO: PLASTICS SHOW OF CANADA – This event has been postponed until May 30-June 2, 1967.

TULSA: INTERNATIONAL PETROLEUM EXPOSITION – May 12-21.
Apply, Martin C. Dwyer Inc., 75 E. Wacker Drive, Chicago, Illinois.

NEW YORK: NATIONAL PLASTICS EXHIBITION – June 6-10, 1966.
† Apply, The Society of The Plastics Industry Inc., 250 Park Avenue, New York 17, N.Y.

TORONTO: CANADIAN CHEMICAL AND EQUIPMENT EXHIBITION – September 19-21.
Apply, Exhibition Manager, Canadian Chemical and Equipment Exhibition, 1,450 Don Mills Road, Don Mills, Toronto, Ontario.

TOKYO: JAPAN PLASTIC SHOW – Early October.
Apply, Japan Society of Plastics Technology, 8 Ginza Higashi, 2-Chome, Chuo-Ku, Tokyo.

Engineering, Radio and Electrical Goods

LOS ANGELES: WESTERN METAL AND TOOL EXPOSITION – March 7-11. At the Great Western Exhibit Centre.
Apply, American Society for Metals, Metal Park, Ohio.

NEW YORK: INTERNATIONAL ELECTRICAL AND ELECTRONICS ENGINEERS' CONVENTION – March 21-24.
Apply, Mr. W. Copp, Dept. 72, W. 45th Street, New York. N.Y.

CLEVELAND: 17TH NATIONAL PLANT ENGINEERING AND MAINTENANCE SHOW – March 21-24. At Public Auditorium.
Apply, United Kingdom Agents, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

DETROIT: ASTME ENGINEERING CONFERENCE AND TOOL EXPOSITION – April 18-22. At Cobo Hall.
Apply, The American Society of Tool and Manufacturing Engineers, 20501 Ford Road, Dearborn, Michigan.

TORONTO: MINING AND METALLURGY SHOW – May 2-5.
Apply, Industrial and Trade Shows of Canada, 481 University Avenue, Toronto 2, Ontario.

CHICAGO: DESIGN ENGINEERING SHOW – May 9-12.
Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

CLEVELAND: FOUNDRY CONGRESS AND CASTINGS EXHIBITION – May 9-13. At Public Auditorium.
Apply, The American Foundrymen's Society, Golf and Wolf Road, Des Plaines, Illinois.

SYDNEY: INTERNATIONAL ENGINEERING AND INDUSTRIAL EXHIBITION – August 15-20. At the RAS Showground.
† Apply, Industrial Public Relations Services Pty. Ltd., Sydney, N.S.W.

LOS ANGELES: WESTERN ELECTRONIC SHOW AND CONVENTION (WESCON) – August 23-26. At Sports Arena.
Apply, Mr. D. Larsen, 3600 Wilshire Boulevard, Los Angeles 15.

JOHANNESBURG: SOUTH AFRICAN CONSTRUCTION AND MECHANICAL HANDLING EQUIPMENT EXHIBITION – September 6-10.
Apply, South African Exhibition Organizers (Pty.) Ltd., P.O. Box 2900, Johannesburg.

OSAKA: 3RD JAPAN INTERNATIONAL MACHINE TOOL FAIR (JIMTOF) – October 15-26.
† Apply, Osaka International Trade Fair Commission, Honmachibashi Higashi-ku, Osaka, Japan.

CHICAGO: AMERICAN SOCIETY FOR METALS EXPOSITITON – October 31-November 3. At McCormick Place.
* Apply, Mr. W. J. Hilty, American Society for Metals, Metals Park, Ohio.

CLEVELAND: FOURTH NATIONAL DIE CASTING EXPOSITION AND CONGRESS – November 14-17.
Apply, Mr. John L. MacLaren, Society of Die Casting Engineers, 19382 James Couzens Highway, Detroit, Michigan.

Foodstuffs, Hotel Catering

TORONTO: CANADIAN RESTAURANT CONVENTION AND EXHIBITION – March 21-24.
* Apply, Canadian Restaurant Association, 60 Avenue Road, Toronto, 5, Ontario.

CHICAGO: SUPERMARKET INSTITUTE CONVENTION AND EDUCATIONAL EXPOSITION – April 24-27.
* Apply, Manager, Convention Services, Super Market Institute Inc., 200 Ontario Street, Chicago, Illinois.

CHICAGO: NATIONAL RESTAURANT CONVENTION AND EXHIBITION – May 23-26.
* Apply, National Restaurant Association, 1530 North Lake Shore Drive, Chicago, Illinois.

WASHINGTON D.C.: NATIONAL CONFECTIONERS' ASSOCIATION EXHIBITION – June 12-15. At Washington Hilton.
* Apply, National Confectioners Association, 36 South Wabash Avenue, Chicago, Illinois.

TORONTO: SUPERMARKET SHOW – October 17-20.
Apply, Industrial & Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.

TORONTO: DRUG, VARIETY & CONFECTIONERY SHOW – October 17-20.
Apply, Industrial & Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.

NEW YORK: NATIONAL HOTEL EXPOSITION – November 7-10.
Apply, General Manager, National Hotel Exposition, 141 West 51st Street, New York, N.Y.10019.

Furniture, Furnishings, Household Equipment and Hardware

TOKYO: INTERNATIONAL HOME SHOW – April 30-May 8.
Apply, Asahi Shimbun, 3 Yuraku-Cho 2-Chome, Chiyoda-Ku, Tokyo.

MONTREAL: FALL HARDWARE SHOW – September 12-15.
Apply, Industrial & Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.

NEW YORK: NATIONAL HARDWARE SHOW – October 10-13.
Apply, Charles Snitow Inc., 331 Madison Avenue, New York, N.Y. 10017.

CHICAGO: NATIONAL ASSOCIATION OF HOME BUILDERS' CONVENTION AND EXPOSITION – December 4-8.
Apply, National Association of Home Builders, 1625 L Street, N. W. Washington, D.C. 20036.

Handicrafts, Fancy Goods etc.

MONTREAL: GIFT SHOW – March 7-10.
* Apply, National Gift Shows, Seccombe House, 443 Mount Pleasant Road, Toronto 7, Ontario.

SAN FRANCISCO: GIFT SHOW – August 7-10.
Apply, Western Merchandise Exhibitors Association, 1355 Market Street, San Francisco 3, California.

MONTREAL: GIFT SHOW – August 29-September 1.
* Apply, National Gift Shows, Seccombe House, 443 Mount Pleasant Road, Toronto 7, Ontario.

TORONTO: GIFT SHOW – September 26-29.
* Apply, National Gift Shows, Seccombe House, 443 Mount Pleasant Road, Toronto 7, Ontario.

Hospital and Medical Equipment

TORONTO: ANNUAL CONVENTION AND EXHIBITION OF THE ONTARIO MEDICAL ASSOCIATION – May 9-13. At Royal York Hotel.
* Apply, Mr. A. K. Gillies, Ontario Medical Association, 244 St. George Street, Toronto.

Motor Vehicles, Motor Cycles and Bicycles

MONTREAL: BRITISH MOTOR SHOW – March 31-April 3.
* Apply, British Motor Show, c/o Cook Toledo Motors, Montreal P.Q.

NEW YORK: 10TH ANNUAL INTERNATIONAL AUTOMOBILE SHOW – April 9-17. At Coliseum.
Apply, Charles Snitow Inc., 331 Madison Avenue, New York, N.Y. 10017.

TORONTO: TRANSPORTATION SHOW – May 2-5.
Apply, Industrial & Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.

TOKYO: THE 8TH TOKYO AUTOMOBILE SHOW – Latter part of November.
Apply, Automobile Importers' Association, Mubanchi, Yotsuya 1-Chome, Shinjuku-Ku, Tokyo.

Packaging

NEW YORK: NATIONAL PACKAGING EXPOSITION – April 25-28 at New York Coliseum.
Apply, Clapp & Poliak Inc., 341 Madison Avenue, New York, N.Y. 10017.

TOKYO: INTERNATIONAL PACKAGING SHOW (1966 TOKYO INTERPACK) – September 7-13.
Apply, Japan Packaging Institute, 18 Hachuiman Tori, 1 Chome, Shibuya-ku, Tokyo.

TORONTO: CANADIAN NATIONAL PACKAGING EXPOSITION – November 1-3.
Apply, Packaging Association of Canada, 25 Merton Street, Toronto 7, Ontario, Canada.

Printing and Stationery

TOKYO: THE 15TH PRINTING SHOW – September 15-20.
Apply, Japan Printing & Book Binding Machinery Manufacturers Association, 7 Higashi Ryogoku 3-Chome, Sumida-ku, Tokyo.

Scientific, Surgical and Photographic Instruments

NEW YORK: 21ST ANNUAL INTERNATIONAL ISA INSTRUMENT AUTOMATION CONFERENCE & EXHIBITION – October 24-27.
Apply, Du Mont Publicity Co. Ltd., 18 Queensberry Place, London, S.W.7. (Tel. Kensington 1700).

Ships and Boats

CHICAGO: NATIONAL BOAT, TRAVEL & OUTDOORS SHOW – March 5-13.
Apply, The Outboard Boating Club of America, 307 North Michigan Avenue, Chicago 1, Illinois.

TOKYO: 4TH TOKYO BOAT SHOW – March 5-8.
Apply, Boat Association of Japan, Ginhokaku 2, Ainza 3-Chome, Chuoku, Tokyo.

Textiles

GREENVILLE: SOUTHERN TEXTILE EXPOSITION – October 17-21. At Textile Hall.
Apply, Southern Textile Exposition, Textile Hall, P.O. Box 5823, Station B, Greenville S.C.

Toys, Games and Sports Equipment

NEW YORK: 16TH INTERNATIONAL TOY AND TRADE FAIR – March 6-11.
* Apply, International Trade Shows, 545 Fifth Avenue, New York 17, N.Y.

TORONTO: CANADIAN NATIONAL SPORTSMEN'S SHOW – March 11-19.
* Apply, Toronto Anglers' and Hunters' Association, 85 King Street East, Toronto, Ontario.

Wood and Woodworking Machinery

LOUISVILLE: INTERNATIONAL FURNITURE AND WOODWORKING SUPPLY FAIR – September 17-21. At Kentucky Fair and Exposition Centre.
Apply, National Association of Furniture Manufacturers Inc., 666 Lake Shore Drive, Chicago, Illinois.

Miscellaneous

CHICAGO: MUSIC SHOW – July 10-14. At Conrad Hilton Hotel.
* Apply, Exhibition Manager, National Association of Music Merchants, 222 West Adams Street, Chicago, Illinois.

TORONTO: MATERIALS HANDLING SHOW – May 2-5.
Apply, Industrial & Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.

CHICAGO: NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION CONVENTION AND EXHIBITION – October 29-November 1. At McCormick Place.
* Apply, National Automatic Merchandising Association, 7 South Dearborn Street, Chicago, Illinois 60603.

1967: General

ACCRA: FIRST GHANA INTERNATIONAL FAIR – February 1-19.
Apply, Ghana International Trade Fair, Ministry of Trade, P.O. Box 1747, Ghana.

VANCOUVER: BRITISH COLUMBIA INTERNATIONAL TRADE FAIR – May 17-27.
Apply, Agent General, British Columbia House, 1-3 Regent Street, London, S.W.1. (Tel. Whitehall 6857).

WELLINGTON (NEW ZEALAND): THIRD INTERNATIONAL TRADE FAIR – August 17-September 2.
Apply, Secretary (C. W. Halliwell), Wellington Show Association Inc., 7-11, Ghuznee Street, Wellington, N.Z.

1967: Specialised

Chemicals and Allied Industries including Plastics

TORONTO: PLASTICS SHOW OF CANADA – May 30-June 2.
Apply, Industrial & Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.

Engineering Radio and Electrical Goods

CHICAGO: PLANT ENGINEERING AND MAINTENANCE SHOW – January 30-February 2. At McCormick Place.
* Apply, United Kingdom Agents Exhibition Consultants Ltd., 11, Manchester Square, London, W.1. (Tel. Hunter 1951).

TORONTO: NATIONAL INDUSTRIAL PRODUCTION SHOW OF CANADA – May 1-5.
† Apply, Show Manager, Production Show '67 Industrial and Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.

NEW YORK: DESIGN ENGINEERING SHOW – May 15-18. At the Coliseum.
* Apply, United Kingdom Agents Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

Printing and Stationery

MONTREAL: CANADIAN GRAPHIC ARTS SHOW – October 16-20.
Apply, Industrial & Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.

SECTION IV
Trade Fairs and Exhibitions in the United Kingdom

1966—General

LONDON: 'DAILY MAIL' IDEAL HOME EXHIBITION – March 1-26.
* At Olympia. Apply, Associated Newspapers Ltd., Exhibition Office, Harmsworth House, Bouverie Street, London. E.C.4. (Tel. Fleet Street 6000).

MANCHESTER: BRIGHTER HOMES EXHIBITION – March 8-26.
* At City Hall. Apply, Provincial Exhibitions Ltd., City Hall. Deansgate, Manchester 3. (Tel. Deansgate 6363).

BRIGHTON: 2ND SUSSEX-NORMANDY FAIR AND 20TH SUSSEX INDUSTRIES EXHIBITION – September 17-24.
Apply, Federation of Sussex Industries, Seven Dials Corner, Brighton 1. (Tel. Brighton 28070).

BLACKPOOL: PURCHASING OFFICERS' ASSOCIATION CONFERENCE AND MINIBITION – September 29-October 1. At Norbreck Hotel.
* Apply, The Purchasing Officers' Association, York House, Westminster Bridge Road, London, S.E.1. (Tel. Waterloo 1851).

1966—Specialized

Agriculture, Forestry, Fishing, Agricultural Machinery

BELFAST: ROYAL ULSTER AGRICULTURAL SHOW AND INDUSTRIAL EXHIBITION – May 25-28. At Show Grounds.
* Apply, Royal Ulster Agricultural Society, The King's Hall, Balmoral, Belfast 9. (Tel. Belfast 66225).

SHEPTON MALLET: BATH AND WEST SHOW – June 1-4.
* Apply, The Secretary, Bath & West Show, 3 Pierrepont Street, Bath, Somerset. (Tel. Bath 3010).

MALVERN: THREE COUNTIES SHOW – June 14-16.
* Apply, The Secretary, Three Counties Show, Malvern, Worcs. (Tel. Malvern 2231).

NORWICH: ROYAL NORFOLK SHOW – June 29-30.
* Apply, Royal Norfolk Agricultural Society, Diss, Norfolk.

STONELEIGH ABBEY: ROYAL SHOW – July 5-8.
* Apply, Royal Agricultural Society of England, 35 Belgrave Square, London, S.W.1. (Tel. Belgrave 5323).

HARROGATE: THE GREAT YORKSHIRE SHOW – July 12-14. At Permanent Showground.
* Apply, Yorkshire Agricultural Society, Cliftonfield, Shipton Road, York, Yorkshire. (Tel. York 23102).

BUILTH WELLS: ROYAL WELSH SHOW – July 19-21.
* Apply, Mr. J. A. George, Royal Welsh Agricultural Society, Llanelwedd, Builth Wells, Brecknock. (Tel. Builth Wells 3183).

LONDON: ROYAL DAIRY SHOW – October 25-28.
* At Olympia. Apply, Royal Association of British Dairy Farmers, 17 Devonshire Street, London, W.1. (Tel. Langham 6903).

LONDON: ROYAL SMITHFIELD SHOW – December 5-9.
* At Earls Court. Apply, Exhibition Manager, Smithfield Joint Committee, Forbes House, Halkin Street, London, S.W.1. (Tel. Belgravia 6611).

LONDON: INTERNATIONAL POULTRY SHOW – December 7-9.
* At Olympia. Apply, Illiffe Exhibitions Ltd., Dorset House, Stamford Street, London, S.E.1. (Tel. Waterloo 3333).

Aircraft and Aeronautical Equipment

FARNBOROUGH: 25TH FLYING DISPLAY AND EXHIBITION – September 5-11. At Royal Aircraft Establishment.
Apply, The Society of British Aerospace Companies Ltd., 29 King Street, London, S.W.1. (Tel. Trafalgar 3231).

Building and Public Works

LONDON: INDUSTRIALIZED BUILDING SYSTEMS AND COMPONENTS EXHIBITION – May 10-21.
* At Crystal Palace. Apply, Industrial and Trade Fairs Ltd., 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

MANCHESTER: BUILDING TRADES EXHIBITION – October 11-22.
† At City Hall. Apply, Provincial Exhibitions Ltd., City Hall, Deansgate, Manchester 3. (Tel. Deansgate 6363).

LONDON: PUBLIC WORKS AND MUNICIPAL SERVICES CONGRESS AND EXHIBITION – November 14-19.
† At Olympia. Apply. Municipal Agency Ltd., 3 Clement's Inn, London, W.C.2. (Tel. Chancery 1200).

Chemicals and Allied Industries including Plastics

LONDON: TECHNICAL EXHIBITION – March 14-18.
* At Alexandra Palace, N.22. Apply, The Secretary. Oil and Colour Chemists Association, Wax Chandlers' Hall, Gresham Street, London, E.C.2. (Tel. Monarch 1439).

LONDON: INTERNATIONAL CHEMICAL & PETROLEUM ENGINEERING EXHIBITION – June 15-24.
At Olympia. Apply, F. W. Bridges & Sons Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

LONDON: INTERNATIONAL REINFORCED PLASTICS EXHIBITION – November 15-18. At Earls Court.
† Apply, Exhibition Organizers Ltd., 3 Clements Inn. London, W.C.2. (Tel. Chancery 1200).

Clothing and Footwear

LONDON & PROVINCES: BRITISH FASHION WEEKS (LONDON PRESENTS) – April 11-May 31. LONDON FASHION WEEK – April 25-29.
* Apply, Mr. A. T. Elvy, Apparel & Fashion Industry's Association and British Fashion Export Group, 92 New Cavendish Street, London, W.1. (Tel. Museum 1260 & Langham 3353).

HARROGATE: AUTUMN SHOES EXHIBITION – April 18-21.
* Apply, British Footwear Manufacturers' Federation, Royalty House, 72 Dean Street, London, W.1. (Tel. Gerrard 5573/5).

LONDON: JUNIOR FASHION FAIR – April 25-28.
* At The Royal Horticultural Society's New Hall, S.W.1. Apply, National Children's Wear Association, 40/42 Oxford Street, London, W.1. (Tel. Museum 1833/4).

LONDON: 14TH PRESENTATION OF CHILDREN'S AND TEENAGE FASHIONS – April 25-28. At Piccadilly Hotel.
* Apply, Mr. A. T. Elvy, Teenage, Infants' and Girls' Fashion Fair Organization, 92 New Cavendish Street, London, W.1. (Tel. Museum 1260 and Langham 3353).

LONDON: FIRST OUTSIZE FASHION PROMOTION GROUP EXHIBITION – May 9-12. At Piccadilly Hotel.
Apply, Mr. A. T. Elvy, OFFPEG, 92 New Cavendish Street, London, W.1. (Tel. Museum 1260 and Langham 3353).

LONDON: FOOTWEAR COMPONENTS EXHIBITION – June 4-9. At Washington Hotel, W.1.
* Apply, Mr. R. G. Bowey, 6 Pembroke House, Upperton Road, Eastbourne, Sussex. (Tel. Eastbourne 2576).

HARROGATE: MENSWEAR ASSOCIATION OF BRITAIN CONVENTION AND EXHIBITION – September 27-29. At Exhibition Hall.
* Apply, Menswear Association of Britain, 21 Cavendish Place, Cavendish Square, London, W.1. (Tel. Langham 2918).

LONDON: 'SPRING SHOES' EXHIBITION – October 3-6. At Mount Royal Hotel, W.1.
Apply, British Footwear Manufacturers' Federation, 72 Dean Street, London, W.1. (Tel. Gerrard 5573).

Display and Shop Equipment

LONDON: SHOP FITTING AND SELF-SERVICE EXHIBITION – April 18-21.
* At Earls Court. Apply, Trade and Technical Exhibitions Ltd., 1 Dorset Buildings, Salisbury Square, London, E.C.4. (Tel. Fleet Street 1555).

Engineering, Radio and Electrical Goods

LONDON: INTERNATIONAL ELECTRICAL ENGINEERS (A.S.E.E.) EXHIBITION – March 23-30.
† At Earls Court. Apply, Electrical Engineers (A.S.E.E.) Exhibition Ltd., 6 Museum House, 25 Museum Street, London, W.C.1. (Tel. Museum 3450).

LONDON: INTERNATIONAL PIPES, PIPELINES AND PUMPS EXHIBITION – April 18-22.
† At Earls Court. Apply, Technical Exhibitions Ltd., 3/4 Clement's Inn, London, W.C.2. (Tel. Chancery 1200).

LONDON: INTERNATIONAL INDUSTRIAL FINISHES EXHIBITION – April 18-22.
* At Earls Court. Apply, Technical Exhibitions Ltd., 4 Clement's Inn, London, W.C.2. (Tel. Chancery 1200).

LONDON: GAUGE AND TOOL AND POWER PRESS EXHIBITION – May 2-11.
* At Olympia. Apply, Gauge & Tool Makers' Association, Standbrook House, 2/3 Old Bond Street, London, W.1. (Tel. Hyde Park 3451).

LONDON: MECHANICAL HANDLING EXHIBITION – May 10-20.
† At Earls Court. Apply, Iliffe Exhibitions Ltd., Dorset House, Stamford Street, London, S.E.1. (Tel. Waterloo 3333).

BIRMINGHAM: FOUNDRY EXHIBITION – May 18-26.
† At Bingley Hall. Apply, Industrial Presentation Ltd., 64 Pembroke Road, London, W.8. (Tel. Western 4856).

LONDON: INTERNATIONAL INSTRUMENTS, ELECTRONICS AND AUTOMATION EXHIBITION – May 23-28.
At Olympia. Apply, Industrial Exhibitions Ltd., 9 Argyll Street, London, W.1. (Tel. Gerrard 1622).

LONDON: THE TELEVISION AND RADIO SHOW – August 22-26, (Trade only). At Earls Court. Apply. Industrial & Trade Fairs Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

LONDON: FLUID POWER INTERNATIONAL EXHIBITION AND CONFERENCE – September 12-16.
† At Olympia. Apply, Commercial Exhibitions Ltd., The Tower, Shepherds Bush Road, London, W.6. (Tel. Riverside 3071).

MANCHESTER: INDUSTRIAL EQUIPMENT AND SERVICES EXHIBITION – September 12-17. At City Hall.
† Apply, Provincial Exhibitions Ltd., City Hall, Deansgate, Manchester 3. (Tel. Deansgate 6363).

Foodstuffs, Hotel, Catering

MANCHESTER: LICENSED VICTUALLERS FAIR – March 28-April 1.
At Belle Vue. Apply, Contemporary Exhibitions Ltd., 14 New Burlington Street, London, W.1. (Tel. Regent 0855/8).

LONDON: MEAT INDUSTRY EXHIBITION – April 18-21. At Earls Court.
† Apply. Trade and Technical Exhibitions Ltd., Dorset Buildings, Salisbury Square, London, E.C.4. (Tel Fleet Street 1555).

GLASGOW: SCOTLAND'S FOOD EXHIBITION – April 19-30.
* At Kelvin Hall. Apply, Scottish Trades' Markets and Exhibitions Ltd.. City Hall, Deansgate, Manchester 3. (Tel. Deansgate 6363).

MANCHESTER: NORTH'S FOOD FAIR 32ND GROCERS' EXHIBITION – May 10-21.
† At Belle Vue. Apply, Alban Curtis, M.S.M.A., F.G.I., Grocers' & Allied Trade Exhibition, 392 Corn Exchange, Manchester 4. (Tel. Blackfriars (Manchester) 4969).

LONDON: BRITAIN'S FOOD FAIR (WORLD'S FOOD AND WINE FESTIVAL) – September 1-17.
† At Olympia. Apply, J. Awdry Esq., Britain's Food Fair, 3 Lygon Place, S.W.1. (Tel. Sloane 6117).

GLASGOW: LICENSED HOTEL AND CATERING EXHIBITION – September 12-16. At Kelvin Hall.
Apply, Trade and Technical Exhibitions (Scotland) Limited, 1 Dorset Buildings, Salisbury Square, London, E.C.4. (Tel. Fleet Street 1555).

BLACKPOOL: NORTHERN CLUB TRADE FAIR – October 18-22.
† At Winter Gardens. Apply, UTP Exhibitions Ltd., Racquet Court, Fleet Street, London, E.C.4. (Tel. Fleet Street 6444).

Furniture, Furnishings, Household Equipment and Hardware

LONDON: INTERNATIONAL HARDWARE TRADES FAIR – April 25-29.
* At Olympia. Apply, Universal Exhibitions Ltd., 9 Castle Place, High Wycombe, Bucks. (Tel. High Wycombe 21391/2).

LONDON: ANTIQUE DEALERS' FAIR AND EXHIBITION – June 8-23.
* At Grosvenor House, Park Lane, W.1. Apply, Captain C. S. Platts, ACIS, Grosvenor House, Park Lane, London, W.1. (Tel. Grosvenor 6363).

HARROGATE: NORTHERN FLOOR COVERINGS FAIR – September 6-9. At Exhibition Hall.
Apply, Industrial and Trade Fairs Ltd.. Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

HARROGATE: NORTHERN ANTIQUE DEALERS' FAIR – September 8-15.
* Apply. The Northern Antique Dealers Ltd., 408 Leeds Road, Bradford 3, Yorkshire. (Tel. Bradford 23223).

Handicrafts, Fancy Goods, etc.
LONDON: LONDON'S INTERNATIONAL GIFTS AND FANCY GOODS EXHIBITION, GIFTEX '66 – April 18-22. At Earls Court.
* Apply, Exhibitions (London) Ltd., 7 Dering Street, London W.1. (Tel. Hyde Park 1210).
LONDON: INTERNATIONAL HANDICRAFTS AND DO-IT-YOURSELF EXHIBITION – September 9-24.
* At Olympia. Apply, A. J. Kreps, Esq., Link House Publications Ltd., Link House, Dingwall Avenue, Croydon, Surrey. (Tel. Municipal 2599).
LONDON: DO-IT-YOURSELF TRADES EXHIBITION – Open six days Tuesdays, Wednesdays and Thursdays, September 13, 14, 15, and 20, 21, 22.
* At Olympia. Apply, A. J. Kreps, Esq., Link House Publications Ltd., Link House, Dingwall Avenue, Croydon, Surrey (Tel. Municipal 2599).
MANCHESTER: 'MANCHESTER EVENING NEWS' DO-IT-YOURSELF AND HOBBIES EXHIBITION – November 8-19.
* At City Hall. Apply, Provincial Exhibitions Ltd., City Hall, Deansgate, Manchester 3. (Tel. Deansgate 6363).
LONDON: WHOLESALE BUYERS' GIFT FAIR – December 12-15. At Mount Royal Hotel, W.1.
* Apply. Trade Promotion Services Ltd. 185/187. High Road, Chadwell Heath, Essex. (Tel. Goodmayes 0175).

Heating and Ventilating
LONDON: INTERNATIONAL HEATING, VENTILATING AND AIR CONDITIONING EXHIBITION – April 14-22.
† At Olympia. Apply, Industrial Exhibitions Ltd., 9 Argyll Street, London. W.1. (Tel. Gerrard 1622).

Hospital and Medical Equipment
LONDON: BIO-MEDICAL EXHIBITION AND SYMPOSIUM – March 28-31. At New Horticultural Hall, S.W.1.
Apply, U.T.P. Exhibitions Ltd., Racquet Court, Fleet Street, London, E.C.4. (Tel. Fleet Street 6444).
LONDON: INTERNATIONAL OPTICAL TRADE FAIR – July 5-8.
At Grosvenor House, London, W.1. Apply, Ophthalmic Exhibitions Ltd., Columbia House, 69 Aldwych, London, W.C.2. (Tel. Chancery 6146).
SCARBOROUGH: ASSOCIATION OF PUBLIC HEALTH INSPECTORS' EXHIBITION – September 20-23. At the Spa.
Apply, Municipal & Industrial Exhibitions Ltd., 3 Clement's Inn, London, W.C.2. (Tel. Chancery 1200).

Laundry and Allied Services
LONDON: INTERNATIONAL LAUNDRY, DRY CLEANING & ALLIED TRADES EXHIBITION – July 14-23.
At Olympia. Apply. F. W. Bridges & Sons Ltd.. Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

Leather, Leather Goods and Fur
LONDON: INTERNATIONAL LEATHER FAIR – June 6-9.
* At Alexandra Palace, N.22. Apply, Shoe and Leather News (Exhibitions) Ltd., 84/88 Great Eastern Street, London, E.C.2. (Tel. Shoreditch 2071).

Motor Vehicles, Motor Cycles and Bicycles
LONDON: INTERNATIONAL COMMERCIAL MOTOR TRANSPORT EXHIBITION – September 23-October 1.
† At Earls Court. Apply, A.A. Goode, Esq., Society of Motor Manufacturers and Traders Ltd., Forbes House, Halkin Street, London, S.W.1. (Tel. Belgravia 6611).
LONDON: INTERNATIONAL MOTOR EXHIBITION – October 19-29.
* At Earls Court. Apply. Society of Motor Manufacturers and Traders Ltd.. Forbes House, Halkin Street, London, S.W.1. (Tel. Belgravia 6611).
LONDON: INTERNATIONAL CYCLE AND MOTOR CYCLE SHOW – November 12-19. At Earls Court.
† Apply, British Cycle & Motor Cycle Industries' Association Ltd., Starley House, Eaton Road, Coventry.

Office Machinery and Equipment
LEEDS: BUSINESS EFFICIENCY EXHIBITION – March 21-25.
At Queen's Hall. Apply, Business Equipment Trades Association, 109 Kingsway, London, W.C.2. (Tel. Holborn 6233).
LONDON: BUSINESS EFFICIENCY EXHIBITION – October 3-12.
* At Olympia. Apply, Business Equipment Trades Association, 109 Kingsway, London, W.C.2. (Tel. Holborn 6233).

Packaging Machinery and Materials
LONDON: FOODPACK 66 INTERNATIONAL – October 17-21.
* At Alexandra Palace, N.22. Apply, BPS Exhibitions Ltd., 6 London Street, Paddington, London, W.2. (Tel. Paddington 6672/3).

Printing and Stationery
LONDON: STATIONERY AND OFFICE EQUIPMENT TRADE FAIR – March 14-17.
* At Royal Horticultural Old and New Halls. Apply, Stationers' Association of Great Britain and Ireland, 6 Wimpole Street, London, W.1. (Tel. Langham 9256/7).
LONDON: NATIONAL STAMP EXHIBITION – March 18-26.
* At Central Hall, S.W.1. Apply, Philatelic Traders' Society Ltd., 2 Clement's Inn, London, W.C.2. (Tel. Chancery 3764).

Scientific, Surgical, Photographic Instruments, etc.
LONDON: THE PHYSICS EXHIBITION – March 28-31.
* At Alexandra Palace. Apply, The Institute of Physics and the Physical Society, 47 Belgrave Square, London, S.W.1. (Tel. Belgravia 6111).

Ships and Boats
LONDON: SHIPS' GEAR INTERNATIONAL '66 – July 6-12. At Olympia.
† Apply, Municipal and Industrial Exhibitions Ltd., 3 Clement's Inn, London, W.C.2. (Tel. Chancery 1200).

Textiles
HARROGATE: KNITTING AND NEEDLEWORK TRADE FAIR– August 1-4.
* Apply, Knitting and Needle Trade, 222 Strand, London, W.C.2. (Tel. Fleet Street 1253).

Toys, Games and Sports Equipment
LONDON: THE CAMPERS' SHOW – April 20-May 1. At Alexandra Palace.
Apply, Trades Exhibitions Ltd., Exhibition House, 4 Spring Street, London, W.2. (Tel. Ambassador 2886).
LONDON: NATIONAL ANGLING SHOW – May 6-11.
* At Olympia. Apply, A. H. Spink, Esq., The Federation of British Manufacturers of Sports and Games Ltd., 145 Oxford Street, London, W.1. (Tel. Gerrard 7281).
LONDON: BRITISH SPORTS TRADE FAIR – November 7-10.
At Mount Royal Hotel. Apply, A. H. Spink, Esq., The Federation of British Manufacturers of Sports and Games Ltd., 145 Oxford Street, London. W.1. (Tel. Gerrard 7281).
LONDON: CAMPING AND SPORTS EQUIPMENT TRADE FAIR – November 15-19.
At Alexandra Palace, N.22. Apply, Trades Exhibitions Ltd., Exhibition House, Spring Street, London, W.2. (Tel. Ambassador 2886).

Miscellaneous
LONDON: THE OBSERVER MAGAZINE 2ND WILD LIFE EXHIBITION – April 21-May 1. At Alexandra Palace, N.22.
Apply, Trades Exhibitions Ltd., Spring Street, London, W.2. (Tel. Ambassador 2886).
LONDON: BRITISH MUSICAL INSTRUMENT TRADE FAIR – August 21-25. At Russell Hotel, W.C.1.
* Apply, Boosey & Hawkes (Sales) Ltd., Deansbrook Road, Edgware, Middlesex. (Tel. Edgware 5581).
LONDON: INTERNATIONAL CLEAN AIR EXHIBITION – October 4-7. At RHS New Hall, S.W.1.
Apply, Mr. A. Mister, National Society for Clean Air, Field House, Breams Buildings, London, E.C.4. (Tel. Chancery 5038).

1967—Specialized

Agriculture, Forestry, Fishing, Agricultural Machinery
LONDON: WORLD FISHING EXHIBITION – June 1-7. At Olympia.
† Apply, Commercial Exhibitions Ltd., The Towers, Shepherds Bush Road, London, W.6. (Tel Riverside 3071).

Building and Public Works
LONDON: INTERNATIONAL BUILDING EXHIBITION – November 15-29. At Olympia.
† Building Trades Exhibition Ltd., 11 Manchester Square, London. W.1. (Tel. Hunter 1951).

Chemicals and Allied Industries including Plastics
LONDON: INTERNATIONAL PLASTICS EXHIBITION INTERPLAS '67 – June 21-July 1.
† At Olympia. Apply, The Organizer, INTERPLAS '67, Dorset House, Stamford Street, London, S.E.1. (Tel. Waterloo 3333).

Engineering, Radio and Electrical Goods
LONDON: DAIRY ENGINEERING EXHIBITION – April 3-7.
At Earls Court. Apply, Trades Markets and Exhibitions Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).
LONDON: LONDON INTERNATIONAL ENGINEERING MARINE AND WELDING EXHIBITION – April 25-May 4.
† At Earls Court and Olympia. Apply. F. W. Bridges & Sons Ltd., Commonwealth House, 1/19 New Oxford Street. London, W.C.1. (Tel. Chancery 9011).
LONDON: RADIO AND ELECTRONIC COMPONENTS EXHIBITION – May 23-26.
† At Olympia, Apply Industrial Exhibitions Ltd.. 9 Argyll Street, London, W.1. (Tel. Gerrard 1622).

Motor Vehicles, Motor Cycles and Bicycles
LONDON: INTERNATIONAL MOTOR EXHIBITION – October 18-28. At Earls Court.
* Apply, Society of Motor Manufacturers & Traders Ltd., Forbes House, Halkin Street, London, S.W.1. (Tel. Belgravia 6611).

Office Machinery and Equipment
MANCHESTER: BUSINESS EFFICIENCY EXHIBITION – April 17-21. At City Hall.
* Apply, Business Equipment Trades Association, 109 Kingsway, London, W.C.2. (Tel. Holborn 6233).

Packaging
LONDON: INTERNATIONAL PACKAGING EXHIBITION, PAKEX '67 – May 22-26.
† At Earls Court. Apply, Industrial and Trade Fairs Ltd., Commonwealth House, 1/19 New Oxford Street. London, W.C.1. (Tel. Chancery 9011).

Scientific, Surgical, Photographic Instruments, etc.
LONDON: PHYSICS EXHIBITION – April 17-20. At Alexandra Palace, N.22.
* Apply. Institute of Physics & Physical Society, 47 Belgrave Square, London, S.W.1. (Tel. Belgravia 6111).
LONDON: INTERNATIONAL PHOTO-CINE FAIR – May 15-20. At Olympia.
† Apply, British Organisers Ltd., 113 Sutton Court, London, W.4. (Tel. Chiswick 3136).

tions was established with the intention of being capable of meeting the major fluctuations of activity which would result from offering a complete exhibition service to foreign exhibitions in their countries. The level of domestic exhibition activity is not sufficient to support a regular turnover of standard exhibition units which are renovated from one exhibition to the next. Foreign requirements, therefore, have to be custom built and specified in very great detail many months in advance. It is, in these circumstances, no criticism of the local facilities to say that it is normally more practicable and less expensive to prefabricate requirements in the United Kingdom and erect them on site under British supervision. For the British Exhibition in Moscow in 1961 some 470 British workmen were flown to Moscow to erect stands on the exhibition site; for this year's Exhibition the standfitting has been greatly simplified and the quantity of British labour in Moscow will be much less. In Peking in 1964, stands were erected by Chinese labour, with great efficiency and a high standard of workmanship, under the direction of only a dozen or so British supervisory staff.

Organizers' and contractors' tasks

These conditions do, however, make the organizers' and contractors' tasks considerably more exacting, in that the exhibition needs to be, to a very high degree, self-contained. For the Peking Exhibition, for example, the contractors shipped from the United Kingdom 100,000 square feet of plywood and plaster boards, 60 tons of assorted timber, 10,000 square feet of photographic displays, 12 tons of metal tubing, six miles of cables, 657 electrical fittings and two tons of paint. The organizers had to hire 854 different items of furniture for 230 participating companies, pay the Chinese for them, distribute them to their correct positions in the exhibition halls, and re-invoice each exhibitor for each item in sterling in the United Kingdom after the Exhibition. These functions extended to such matters as the collation of all visa requirements, hotel bookings, lecture manuscripts (54 lectures given an average of three times each) and hall bookings, film showing, transportation documentation and the collation of the thousands of different items of exhibitors' literature (one copy of each item represented 1¼ air-freight tons). Similar statistics will apply to the 1966 British Exhibition in Moscow, though all the figures will be considerably higher since the undertaking will be more than double the size of the Peking Exhibition of 1964.

No single part of these undertakings is particularly difficult, though progress to final agreement even on apparently trivial matters is sometimes less rapid than might be expected. The sum of all those hundreds of detailed requirements and the need for them all to be met at one specific moment does, however, add up to a considerable organizational task. There can be no question of any delay in deliveries for a project of this magnitude; even though the whole proceeds at the pace of the exhibitor who is slowest to submit his part of a collated order, the Exhibition must somehow open on time.

British Industrial Exhibition at Peking, 1964.

Opportunities for capital equipment

The concentration of so much effort by British industry on exhibitions in the USSR and China is sometimes questioned on the grounds that the markets are relatively small, and an exhibition is not an appropriate way of tackling a market where all purchasing decisions are centralized in the hands of a small number of trading corporations.

The foreign currency available for purchase of non-agricultural imports in both countries had indeed been seriously affected by the harvest failures in 1963; but equally in both countries the economic scene now seems set fair for a further expansion of purchases of capital equipment from overseas. In the USSR, in particular, the Minister for Foreign Trade has given assurances that Soviet imports from the United Kingdom will be increased in order to achieve a much closer balance in the trade between the two countries. In the long term the potential for expansion is enormous.

The importance of exhibitions in Moscow and Peking

In common with continental Europe, the Soviet Union and China both attach much greater importance to exhibitions as a means of promoting trade than is the case in the United Kingdom. A foreign exhibition is a major event in Moscow or Peking with far greater appeal than a foreign exhibition by any country could have in London; and the exhibition has real impact at all levels from the Trading Corporations and the various planning and technical organizations downwards. At any exhibition in the West it can never be a foregone conclusion that it will be visited by every potential buyer; a foreign exhibition in the Soviet Union or China is, however, certain to be not only visited, but very carefully analysed by every potential buyer.

Alternative marketing methods are, furthermore, very limited within China and the USSR. It is not possible to appoint local agents of Soviet or Chinese nationality; advertising of any kind is on a restricted scale in the USSR and almost non-existent in China; direct mail plainly has a very limited scope. The main approach, therefore, has to be by means of frequent personal contact with senior people in the Trading Corporations.

The opportunities of gaining contact with the actual end-users and regional councils who, though they do not actually place orders, have a considerable influence over them, are for these reasons few and far between. The national exhibition affords the one major occasion on which this direct contact is possible. It is a long-term investment; over-the-counter-sales are not to be expected, but it does provide a really important occasion on which discussions can take place, against the background of the products themselves, not only with the Trading Corporations, but also with the men who manage the factories and the engineers who operate the machinery all over China and the USSR.

British Week in Hong Kong

BY A SPECIAL CORRESPONDENT

HRH PRINCESS MARGARET opened the latest British Week yesterday in Hong Kong. The Princess was accompanied by Lord Snowdon. The ceremonies in the City Hall on Hong Kong Island and in the new Ocean Terminal in Kowloon marked the end of a long period of preparation and the beginning of a 'Week' during which the people of Hong Kong will have a unique opportunity to see the good things from Britain – its products, its machinery, its latest designs, its arts and its culture.

The organization of a British Week in Hong Kong has not been without its difficulties. British Weeks have been officially organized by the Board of Trade and the Export Council for Europe in Europe where customs and habits were familiar, but Hong Kong is 8,000 miles away from Britain, far from the Western world into the Far East where, despite European development, almost everything is different; climate, customs, family life, religion and purchasing habits. A new approach had to be made.

Why Hong Kong?

Why hold a British Week in Hong Kong? This question was not difficult to answer. Although Hong Kong is a British Colony, it is under no obligation to buy British. Even though it has many ties with Britain it still must do its buying on the most advantageous economic basis. It has, of course, bought British goods very heavily in the past, but in the last few years despite its fast developing economy and a great increase in imports of all kinds, the percentage of purchases from Britain has been decreasing each year. For instance, in 1955 our share of total imports was 12 per cent, but this had been reduced to 9·8 per cent by 1964, while the percentages of our competitors' exports to Hong Kong were increasing. In 1955 the United States supplied just over 8½ per cent of Hong Kong's total imports but by 1964 they were supplying 11½ per cent. For the same period Japan's share of Hong Kong's imports increased from 14 per cent to 18 per cent.

The British Trade Commission in Hong Kong and the FBI (now CBI) Export Promotion Committee in London therefore agreed that it was time for Britain to do something to sell more in an area which was not only important itself but which stood at a crossroads where it could influence wide and rapidly developing areas of the Far East.

The need for industry's views

At the outset, the Board of Trade sought the help of Chambers of Commerce throughout this country in circularizing a wide range of manufacturers thought able and willing to do more business with Hong Kong.

The work of the Chambers and particularly of the Far East section of the London Chamber of Commerce, was rewarding and the response to the circulars was encouraging. Some 700 firms expressed a positive interest in a British Week in Hong Kong and a readiness to use the opportunity to sell more in the Colony.

Preliminary plans

At this point the Week left the proposition stage and became a reality. A visit was made to the Colony by a senior member of the Board of Trade's staff and there were discussions with a wide range of people concerned with local interests – officials of the Hong Kong Government, of the city authorities, and with the British Trade Commission; discussions also took place with the local representatives of the CBI (then FBI), the British Council and with representatives of the commercial community. Dates were chosen and a tentative programme drawn up. Arrangements were made for the establishment and staffing of a British Week office to work in association with the British Trade Commission; for market officers to visit all the larger stores in both Hong Kong and Kowloon, for publicity and the appointment of a publicity manager, for cultural events, services participation, display material and features, and all those things which are needed to produce that popular, commercial, cultural, social and sporting complex of events which is a British Week at its best.

Opportunities for capital goods

British Weeks primarily create opportunities to promote the sale of consumer goods but in Hong Kong, with its need for more and more capital goods and machinery, and its proximity to other developing Far East countries with similar demands, there was a very real need to show what Britain could make in the capital goods and light engineering fields. A need, in fact, for an engineering exhibition or display.

It was a need which was not easy to satisfy on either space or organizational grounds. In space-hungry Hong Kong there was no suitable site for an exhibition and the Board had no mandate to organize one. In spite of this, all obstacles were overcome. A local committee was formed under the chairmanship of Professor Sean Mackay, Dean of the Engineering Faculty at Hong Kong University. A splendid site was found – literally in the harbour itself – by courtesy of the Hong Kong and Kowloon Wharf and Godown Company – in the ground floor of the new Ocean Terminal being built on the Kowloon side of the harbour. This is itself a major British civil engineering project costing approximately £4 million.

Success quickly followed this initiative, 30,000 sq. ft. was the initial estimate for the space required; local demand soon called for 50,000 sq. ft., and in the end over 75,000 sq. ft. was taken to present a display which includes, among a wide range of British engineering and technological products, such notable British triumphs as the cable ship 'Enterprise' (an engineering wonder in itself) anchored alongside the wharf by courtesy of Cable & Wireless Ltd.; the BRM Racing Car, and the Plessey Videophone. This display was opened by HRH the Princess Margaret and Lord Snowdon yesterday when Her Royal Highness unveiled a bronze plaque recording her visit.

Committee for Exports to Asia

Long before these developments on the exhibition front, the British National Export Council's Committee for Exports to Asia had been formed in London, under the chairmanship of Sir Edward Thompson. The committee at once associated itself in the most effective way with plans for Hong Kong. It took over all the publicity for the event in the United Kingdom, and organized an inward mission which brought to London representatives from Hong Kong stores on a seeing and buying mission – a mission which spent at least £350,000 during its packed seven days in Britain.

Sir Edward Thompson visited Hong Kong last October and

was able to announce simultaneously with announcements made in London, that HRH Princess Margaret would open the British Week in the Colony. The committee has been tireless in encouraging industry to take the fullest advantage of the Week and in answering many of the questions which export promotion in a new area produces.

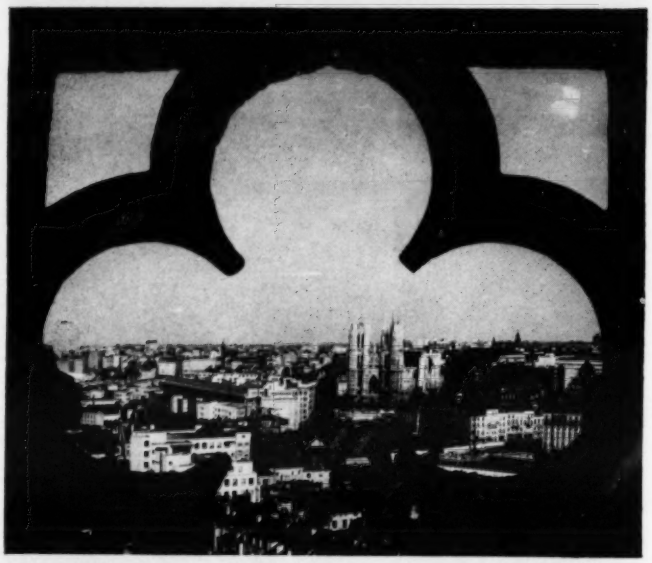
So much for the preparation. Like all successful events, the British Week Hong Kong is truly 'all right on the night'. From a brilliant Royal opening it moves on through displays of British design chosen by the Council of Industrial Design and of British room settings designed and furnished by a local expert, all mounted in the splendid exhibition hall of the City Hall by the Central Office of Information. There follows a Royal Fashion Gala in the Mandarin Hotel, a Royal Film Premiere, concerts by the London Symphony Orchestra, a play by the Windsor Theatre Players, exhibitions of silver, books and photographs; a programme of races organized by the Royal Hong Kong Jockey Club, a rowing regatta in Deep Water Bay, concerts by military bands, Navy Days, Royal visits to stores and countless other attractions.

And the end – when it comes in a blaze of fireworks so dear to the Chinese heart – will signify only a beginning for those many British manufacturers who have taken advantage of the British atmosphere either to make new sales or to step up existing sales to Hong Kong. For them, it is a time for consolidating new business and associations.

Hong Kong is the fifth major British Week to offer new selling opportunities to industry. It is certainly an 'auspicious omen', as our Chinese friends would say, that in 1965, the preparatory year for British Week in Hong Kong, British exports to the Colony increased by nearly 17½ per cent on 1964.

Typical scenes of life in Hong Kong. They give an impression of lively bustling crowds – an enthusiastic market for British goods.

Forthcoming British Weeks in *Lyons* / *Brussels* / *Toronto*



British Week in Lyons, October 21 to 30

THE FIFTH of the new-style British Weeks organized by the Board of Trade and the Export Council for Europe will be held in Lyons from October 21 to 30 this year. Lyons was chosen as the venue for the next British Week in Europe as it is considered that there are very good prospects for increased sales of British goods in this important centre.

Lyons, France's second city, was founded by the Romans over 2,000 years ago and is therefore older than Paris. It is a great industrial, commercial and communications centre, the centre of a conurbation of over one million people. It is sited at a key position at the junction of the Rhone and Saone rivers with a very large hydro-electric development there. It has for five centuries been almost synonymous with silks but it is now also well known as a centre for the manufacture of heavy commercial vehicles and increasingly as a printing centre. Following the completion of an oil pipeline it has developed into a centre for oil refining and petro-chemicals.

As with other British Weeks, this basic commercial promotion is being backed by massive publicity, display material, window dressing competitions, and supporting events of every kind, which together build up a unique 'British climate' and stimulate a demand for British goods. The target areas in Lyons in which the chief impact will be made are the main shopping areas in the centre of the city with three additional outside areas which are important local shopping centres. Many of the 3,000 shops in these areas will be co-operating in the British Week with special displays of British goods. From a manufacturer's point of view, now is the time to co-ordinate the necessary degree of co-operation between his agent and the retailer, to ensure that his goods are promoted and displayed in the best possible way.

The special British Week Office which has been set up in Lyons to co-ordinate arrangements will be supplying a variety of British display material to shops and firms. The Commercial Officers from this office have visited most of the shops in the target areas and assessed the opportunities for British merchandise. Any manufacturer who would like to be put in touch with possible retail outlets in Lyons should contact the British Week Office, 24 Rue Childebert, Lyons 2(e), telephone 424649, Telex No. 33254 British Lyons. Inquiries about possible agents should be addressed to the British Consulate-General at the same address.

The Board of Trade is arranging full supporting cultural events and other programme attractions throughout the Week. The main streets in the target area will be decorated and British double-decker buses, British policemen, military and pipe bands will play their part in arousing interest and adding to the pageantry. There will be performances by the British Opera Group of the 'Beggars' Opera' and Britten's 'Rape of Lucretia'. There will be an exhibition of French and British 18th and 19th century paintings from the

TOP: Brussels as seen from the tower of the town hall.
BOTTOM: The view from the Bank of Commerce Building, tallest skyscraper in Toronto.

Scenes from the Foire de Lyon in 1965. *Picture on right shows the British Government Information stand*

The Foire de Lyon

ON MARCH 26 the annual international Foire de Lyon will open its doors again but this time with a difference as far as British representation is concerned. In recent years British products have been regularly exhibited at this Trade Fair but on this occasion, in view of the British Week which is being staged in Lyons from October 21-30, 1966, substantially more British firms will be showing their merchandise to potential buyers in preparation for the Week.

Following consultation with the Export Council for Europe, the Board of Trade booked considerably more space at the Foire de Lyon than hitherto and in co-operation with the Council offered this space to British industry on terms which has enabled firms to participate at minimum cost.

Towards the end of last year the Export Council for Europe and the Board of Trade distributed a brochure and application form about the special arrangements being made for British exhibitors at the 1966 Foire de Lyon. The advantages of participating in this Trade Fair as a forerunner to a British Week which would be opening only seven months later were quickly appreciated by British manufacturers with the result that the products of 80 British firms will be on show, many for the first time in this part of France. The British products will be grouped together in a number of individual boutiques in Galleries three and five but the members of the Birmingham Engineering and Building Centre and some other firms will be exhibiting in Hall 12 bis. In this way the French and other foreign buyers will be able to see most easily what Britain has to offer without having to traverse the whole of the exhibition to discover isolated British stands.

As successful export managers know there are many ways of tackling a new market and using the goodwill engendered by a forthcoming British Week is one of them. The Board of Trade, the British Consulate-General and the British Week Office in Lyons together with the Export Council for Europe are working to provide the best possible climate for selling British goods this spring and autumn in Lyons. Manufacturers who are already established in the French market together with those (particularly in the consumer goods field) wanting to explore it for the first time, are urged to make the most of this opportunity.

Birmingham City Art Gallery. The Council of Industrial Design will be staging a display of the best modern British design in the field of consumer goods.

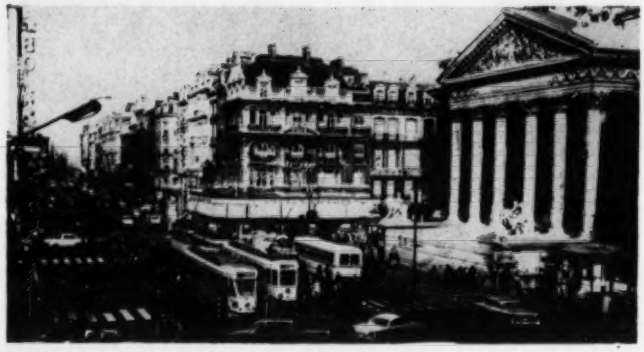
It is certain that the British atmosphere in Lyons will attract not only the Lyonnais into the shops but also people from a wide surrounding area. Plans are being made to hold special 'days' for visitors from surrounding towns.

Several British firms who are new to the Lyons market are introducing their products at the famous Foire de Lyon (March 26 to April 4) which attracts over half a million visitors and about 500 foreign exhibitors. Other British manufacturers are showing their products by participating in the specialized Trade Fairs held in Paris during the year and which are attended by many Lyonnais retailers.

In 1964 the Export Council for Europe commissioned a Report on Opportunities for British Consumer and Consumer Durable Products in the Lyons and the Rhone-Alps Region. This Report gives advice on the Region's needs in consumer goods, advises on methods of doing business, and on the types of British goods which might be most acceptable in the Region. Copies of the 'Cornu' Report are available free on request from the Export Council for Europe, 27-28 Northumberland Avenue, London, W.C.2.

For manufacturers new to the market, the Export Council for Europe has also produced a handbook entitled 'British Week in Lyons – What to do and how to do it'. This is available free on request.

The British Week's Directorate of the Board of Trade at Queen Anne's Mansions, Queen Anne's Gate, London, S.W.1 (Tel. Abbey 7877), the Board of Trade's Export Services Branch, Hillgate House, 35 Old Bailey, London, E.C.4 (Tel. City 5757, Telex 25977) and the Regional Offices of the Board of Trade, will gladly help any manufacturer requiring information or assistance on matters concerning this British Week.



The Stock Exchange square in the heart of Brussels.

British Week in Brussels, 1967

PLANS WILL SOON be announced for a British Week to take place in Brussels from September 29 to October 7, 1967. This will be the sixth of the new-style British Weeks to be organized by the Board of Trade and the Export Council for Europe.

Belgium, with a population of nearly 9·5 million, has long been one of our most important trading partners in Europe. For some years the balance of trade has been in our favour but the rate of growth of our exports now seems to be slowing down. Our most important exports to Belgium include both electrical and non-electrical machinery, chemicals, road vehicles and diamonds. About 18 per cent of Belgium's imports from the United Kingdom are in the consumer and consumer durable goods field, prominent being woven fabrics, clothing, toys and games, cosmetics and toilet preparations, food and drink, furniture, cutlery, metal household equipment, stationery, etc.

Brussels, the capital city of Belgium, with a total population approaching 1·5 million, or about one-sixth of the total for the country, is the obvious place for the British Week kind of export promotion. A very successful promotion of British goods took place at the 'Au Bon Marché' departmental store in Brussels during the latter part of November and early December last year.

Everything possible will be done to create a British atmosphere in Brussels and to attract visitors to the city from all parts of Belgium. But the success of the Week will rest with exporters· large and small, of capital as well as consumer and consumer durable goods, who must seize the opportunity being created to increase their sales, not just to Brussels but to the whole of Belgium.

How can this best be done? The Export Council for Europe will shortly be distributing a guide to firms known to be interested in British Weeks, to Trade Associations, Chambers of Commerce, and the Trade Press. This guide will contain a mass of relevant information about the Belgian market. It will give details of the pattern of distribution, and provide a step by step blueprint of the various stages to be negotiated by new exporters, and other vital information. In addition the Export Intelligence Services of the Board of Trade will help firms with up-to-date information and practical guidance. In a few weeks' time, a British Week Office will be opening in Brussels to which inquiries about possible retail outlets can be made.

On November 29 last year, the *Export Services Bulletin* published by the Board of Trade issued a special supplement dealing with the opportunities in Belgium for British manufacturers. Copies of this Supplement can be obtained from Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4, or through any of the Board of Trade's Regional Offices.

British Week in Toronto, 1967

1967 LOOKS LIKE being a bumper year for Canadians. They will be celebrating their Centenary as a nation with a major international exhibition in Montreal ('Expo '67') and with other festivities throughout the country. Britain will be participating in the Centenary activities and will also mark the year with three highlights in a continuing campaign of selling to Canada.

Two of these, the British participations which British Overseas Fairs Ltd. are organizing at international trade fairs in Toronto and Vancouver, have already been announced.

The third, primarily a consumer goods promotion, is a major British Week in Toronto, from October 12 to 21, 1967, which will be formally announced by Sir Ralph Perring, vice-chairman of the Committee for Exports to Canada, and chairman of the London Steering Committee for the Week, at a conference in Toronto on March 24.

The choice of Toronto

What are the factors which have led to the choice of Toronto for a British Week? We have been assured in the course of preliminary investigations of a very warm welcome by the civic authorities, retailers and other leading citizens, but it is the economic factors which are particularly convincing. Canada has an overall standard of living comparable with that of the United States and enjoys a steadily expanding economy. The population, now nearly 20 million and expected to approach 22 million by 1970, contains a high proportion of young people with money to spend. In Ontario· which is the most highly populated Canadian Province and also has the highest *per capita* income, nearly half the population of 6·7 million is under 25 and another 1·8 million are aged 25-44. Toronto, the provincial capital of Ontario, has an overall population of 1.8 million.

The market is clearly there but what of our performance to date? Britain is Canada's second largest supplier but the value of our exports in recent years has remained more or less static in an expanding market, while Canada has steadily increased her exports to Britain so that the balance of trade is now more than two to one in her favour.

The British Week in Toronto will give firms already exporting to Canada an exceptional bonus to their sales, while firms new to Canada will have a wonderful opportunity to make their first attack on a market deserving long-term attention. For the period of the Week, Toronto will be *en fête* with cultural and other supporting events, creating an overwhelming British atmosphere designed to attract the public into shops and stores lavishly stocked for the occasion. In essence, the task of British firms is to ensure that their goods are available in adequate quantities at the point of sale.

The Committee for Exports to Canada will soon be enlisting the support of British industry and will be making available comprehensive advice in booklet form. The Board of Trade will be proceeding with the physical arrangements for the Week, both in London and through a special British Week Office to be set up in Toronto. All that will remain is for British firms to jump on the band-wagon.

Modern harbour facilities in Toronto (Canadian Government Travel Bureau photo).

British Pavilions at international trade fairs

THE NUMBER of trade fairs throughout the world increases yearly, but this increase is mainly in the specialized events. There are however some important general fairs – particularly in the eastern bloc and developing countries – at which countries exhibit a wide range of their products in a national pavilion or section of the fair. At these events the Board of Trade, given sufficient interest on the part of industry, will assist British firms to exhibit by creating, organizing and managing a British Pavilion. A substantial part of the total costs involved is borne by the Board of Trade so that space and shell stand may be offered to participating firms at attractive rates.

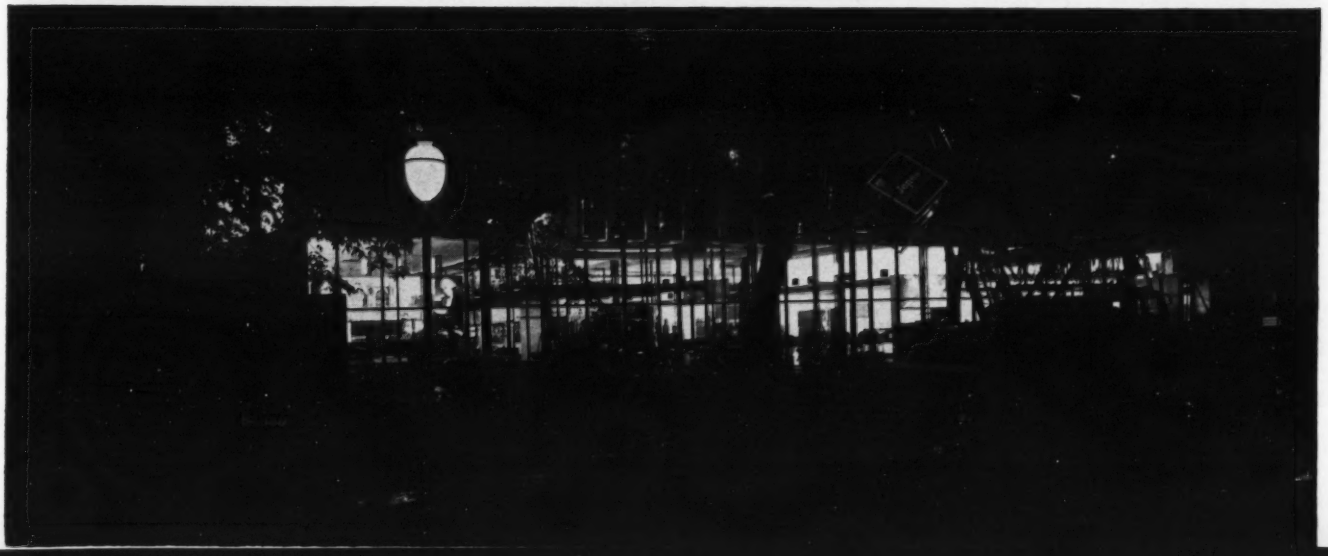
There are other advantages for exhibitors. As part of a national presentation they benefit from the special interest which the Pavilion generates at fairs of this kind; in fact, the design and lay-out is planned by the Central Office of Information for the Board of Trade with this consideration specially in mind. COI experts also supervise the erection of the Pavilion and the installation of stands, and they and officers of the Board of Trade Overseas Trade Fairs Directorate attend the exhibition to give full assistance to exhibitors in the Pavilion throughout the duration of the Fair. Further, the Commercial Officers of the Diplomatic Service are also in attendance at a central information stand to assist with trade inquiries and to direct inquiries to the appropriate stands. Exhibitors in the Pavilion are also relieved of problems concerning cleaning and security, power and water supplies and waste disposal. And by no means the least important, they are provided with an exhibitors' lounge, designed and furnished with an eye for privacy and comfort, whether for confidential business discussions or well-earned – if infrequent – relaxation.

Press conferences and receptions

An important feature of British Pavilions is the press conference and reception – generally presided over by the British Ambassador – when every opportunity is taken to get maximum press publicity about the British exhibitors and their products. Because of the significance of national pavilions, exhibitors are likely to have an opportunity to encounter important local political figures and officials who influence buying policies and decisions.

British exporters are becoming more and more interested in the opportunities for Eastern European trade which the annual industrial trade fairs provide. For a number of years there has been a large British Pavilion at Poznan, where every year British firms now book about 20,000 square feet of exhibition space. In May this

British Pavilions: at the Poznan Trade Fair, 1964 (*immediately below*) *and at the Budapest Industrial Fair*, 1965.



year there will be a British Pavilion for the third successive year at Budapest.

At Johannesburg, at the Rand Easter Show (styled for 1966 as the Republic Festival Show) a permanent British Pavilion features a different sector of industry each year.

A British Pavilion has been organized at the biennial Pacific International Trade Fair at Lima since its inception in 1959. In 1965 the commercial results achieved were better than ever before. In the alternate years when there is no fair at Lima, Colombia holds an International Trade Fair at Bogota, and this year for the first time the Board of Trade will organize a British Pavilion at the event.

Certain Commonwealth countries hold international trade fairs at intervals. For special events the Board of Trade created large British Pavilions at New Delhi in 1961, Lagos in 1962, and Melbourne in 1963. Exceptionally, it may be necessary to organize a British Pavilion at an event which is classed as a 'specialized' fair, a recent example being the large British Pavilion at the Moscow Chemistry Exhibition last September, where other countries also decided to show as national entities.

Although these fairs differ and there may be differences in the techniques of exhibiting, the basic principle remains the same; the Board of Trade is ready to assist British firms who are prepared to participate collectively in a British Pavilion.

Left: Mr. Edward Redhead (left), then Minister of State, Board of Trade, visiting the British Pavilion at the Chemistry in Industry Exhibition, Moscow.

Bottom: British Pavilion at the Rand Easter Show 1964.

Below right: British Pavilion at Tel Aviv Fair.

How the 'Joint Venture' scheme can help exhibitors at overseas trade fairs

THE BOARD OF TRADE gives a great deal of help to firms wishing to participate in an overseas fair in order to explore and establish themselves in overseas markets.

One of the most important ways is through the Joint Venture Scheme. Under this scheme a number of firms in an industry, sponsored by their trade association or other non-profit-making body, participate in a collective presentation at a trade fair or other suitable event with practical help from the Board of Trade.

The Joint Venture Scheme has much to offer. In the first place, the Board provides free space and a shell stand for each exhibitor. Generally, the Board will provide 150 sq. ft. of space for each firm, but this may occasionally be increased for exhibits that require a larger area. Again, if space is available, exhibitors may be provided with more space and shell stand but, in this case, they are charged at cost price for the excess.

If a firm is eligible for assistance, it will be able to exhibit at five successive joint ventures at any particular annual or twice-yearly event, or in three successive events if they are held at longer than yearly intervals.

Thus if a firm has taken part in a joint venture at an annual event during 1965 (which is taken as the base year) it will be entitled to assistance in four more successive participations in the same event.

If a firm has taken part in a joint venture at one twice-yearly event in 1965, it will be entitled to a further four successive participations at the same event. (Firms which exhibited at both events in 1965 will be entitled to a further three successive participations.)

If a firm has taken part in a joint venture at an event in 1965 which recurs at longer than yearly intervals. It will be entitled to two further successive participations at the same event.

The Board of Trade will supply a trade information stand free of charge, providing it is manned by trade association representatives during the fair.

The Board is also prepared to pay half the cost of the return tourist air fares for two representatives of the trade association that is organizing the joint venture and is manning the trade information stand, and for each firm taking part in a joint venture outside Western Europe, and also manning the stand. (For purposes of this scheme, Western Europe covers the countries at present in the European Free Trade Association, the European Economic Community, Spain, Turkey and Greece.)

Assistance by the Board of Trade goes even further than this. It will be prepared to pay to firms up to half the translation cost of their sales literature being distributed at the fair. Moreover the Board is prepared to pay up to half the cost of the return freight on unsold goods exhibited by firms taking part in joint ventures at fairs *outside Western Europe,* if the unsold goods are shipped direct to the United Kingdom within 12 months of the close of the fair.

There are of course certain conditions. Firms taking part in joint ventures are expected to ensure that their representatives are competent to man the stand throughout the fair; and to discuss all aspects, including the supply, of their exhibits; be prepared to establish a sales channel in the country concerned; and to meet all costs of their participation except those outlined in the Joint Venture Scheme.

The trade associations have of course a key organizing role. They are expected to act as a channel of communication with participating firms; to man the trade information stand for the duration of the event; to ensure that exhibitors understand that the Board of Trade does not undertake any insurance whatsoever; to collect the initial deposit and any charges due from exhibitors to the Board; to co-ordinate all other claims for assistance; to keep records of individual firms' eligibility for assistance and to furnish a statement of accounts and a full report on the commercial results of the joint venture.

During the Berlin Fashion Week, overseas buyers watch a British model at a show organized by the Fashion House Group of London under the Board of Trade Joint Venture Scheme.

CO-OPERATIVE ADVERTISING SCHEME

The purpose of the Co-operative Advertising Scheme is to assist firms to make greater use of co-operative advertising as an adjunct to their promotional efforts at overseas trade fairs, British Weeks and store promotions. Assistance will be limited to co-operative advertising in the overseas market or markets concerned. The scheme is being introduced on an experimental basis and will be subject to review.

Eligibility for assistance

Assistance will be available to groups of firms sponsored by a trade association or other non-profit-making organization for collective advertising in connection with participation in the following *overseas* events organized with the support of the Board of Trade:

(a) Joint ventures, (b) British pavilions or sections, (c) All-British Fairs, (d) British Weeks, (e) Store promotions.

Scale and type of assistance

Assistance will apply only to advertising which appears *during or immediately preceding the event* and will be limited to a maximum of 50 per cent of the media and production costs of:

(a) Advertising overseas in the following:
  (i) National or local Press, (ii) Magazines, (iii) Trade journals, (iv) Radio or TV, (v) Exhibition catalogues produced by organizers of international trade fairs;
(b) Advertising in conjunction with an overseas department store's own advertising of a British store promotion;
(c) Display material used overseas carrying general messages or slogans in the name of the group, trade association, etc.;
(d) Literature advertising the group's products distributed overseas by the participating group.

Application for assistance

Application for assistance must be made to the Board of Trade *by the trade association or other non-profit-making body* sponsoring the overseas promotion. In the case of:

(a) *Trade fairs* (para. 2 (a) to (c) to Mr. D. S. Matthews, Overseas Trade Fairs Directorate (Room 373)),
(b) *British Weeks and store promotions* (para. 2 (d) and (e) to Mr. F. H. Lockyer, British Weeks and Store Promotions Directorate (Room 182)),

Queen Anne's Mansions, Queen Anne's Gate, London, S.W.1.

An outline of the advertising proposed, together with details of the costs likely to be incurred, must be submitted to the Board of Trade for approval at least three months before the event. In making an application to the Board of Trade, the sponsoring body must confirm that the proposals are supported by all the individual members of the group and that they undertake collectively to be responsible for the advertising costs subject to the Board of Trade agreeing to contribute up to 50 per cent of these costs.

The Board of Trade is willing to advise on available advertising media in the market or markets concerned.

The Board of Trade reserve the right to reject any claim for assistance for advertising which:

(a) is not clearly linked with the relevant overseas promotion;
(b) consists of, or includes, advertising of an individual firm, brand name or product other than as an integral part of the group advertisement; (c) appears in media not reasonably suitable for reaching the class of person who might usefully be attracted to the promotion; (d) does not appear during the event or in the period immediately preceding it.

Submission of claim

Following the close of the event (provided the scheme has received prior approval) the claim for payment should be submitted as directed and must be accompanied by receipted bills and a copy of each advertisement (or of the script in the case of radio or TV material) together with full details of the media employed and the publication dates.

What exhibitors think of 'Joint Ventures'

SEVERAL TRADE ASSOCIATIONS have collaborated successfully with the Board of Trade or under the Joint Venture Scheme. The experiences and views of a representative cross-section of these associations are given below.

Scientific Instrument Manufacturers' Association

THIRTY member-firms of the British Scientific Instrument Manufacturers' Association took part in a Joint Venture in Peking in April 1964 – a time when British scientific instrument sales to China had not been higher than £780,000 annually. Between April 1964 and September 1965, the total export orders and sales in hand for British scientific instruments to China amounted to nearly £5½ million, of which £4 million had gone to the 30 firms exhibiting in Peking while the rest of the British instrument industry shared £1½ million.

The scientific instrument industry is very specialized with a large number of small to medium-sized firms. World markets are evaluated by the SIMA's export committee which decides whether or not to take part in any particular Joint Venture, depending whether or not there is an established venue for the sale of scientific instruments in a particular country, whether the market is already covered and so on. The association does not take part in an exhibition simply because the Board of Trade is assisting participation but they find that under the Joint Venture Scheme they are able to double their participation in those exhibitions in which they have decided to take part.

The association is enthusiastic about Joint Ventures. 'It's not only the hard cash', says Major F. D. Outridge, SIMA's director, 'the amount of additional help one gets is quite fantastic'. With Government assistance SIMA have organized three exhibitions in Moscow and one in Peking where no preliminary reconnaissance was needed at all because the preliminary work had been done by the British Commercial officers in the countries concerned. In Peking a stand fitting for 30 firms was designed by the Central Office of Information and carried out on the spot for less than one-fifth of the price had it been done by a United Kingdom contractor. In Madrid a COI exhibition's planner produced an exhibition stand in four days from 'an impossible site': there were no walls or floors. In Bucharest the Commercial Secretary arranged six appointments and one dinner in the course of a single day so that Major Outridge was able to carry out all his preliminary work in a fraction of the time that he had anticipated.

SIMA have co-operated in organizing 13 Joint Ventures during the past five years, and are well satisfied with the success of these displays and the assistance they received under the Scheme.

British Furniture Manufacturers' Association

AS ONE OF the comparatively few trade associations that runs its own exhibition in this country, the British Furniture Manufacturers' Association has a special interest in exhibitions at home or overseas. The association's subsidiary company, BFM Exhibitions Ltd., which organizes the annual Furniture shows at Earls Court, London, and at Bellevue and the City Hall, Manchester, was formed in 1949, and it has, therefore, gone into the business of showing abroad with considerable experience. The association's exhibition staff have a practical level of expertize which usefully complements that of the specialist staffs of the Board of Trade and the Central Office of Information.

The BFMA's first participation in a Joint Venture display was at the International Furniture Fair in Cologne in 1960, since when they have had group stands in 1962, 1964 and again in 1966. On each occasion the size of the display has been greater than that of the previous year, and in fact the last group occupied twice the area of its predecessor. This is not the sole measure of success of the Joint Ventures: after one or two experiences on a

Joint Venture stand, individual member-firms have felt strong enough to branch out on their own with independent stands.

Other Joint Ventures in which BFMA have participated include a small collective exhibit between five firms at the Vienna Autumn Fair in September 1965 and a very successful collaboration last November when 25 firms occupied 2,000 square metres at the Utrecht Furniture Trade Fair.

As representatives of an industry, the association is becoming increasingly conscious of the world and particularly, though not exclusively, Western Europe as a market for their products. As a result of this policy their own Earls Court show in February 1965 was, for the first time, made an international occasion by inviting foreign companies to take part. This has established a principle of reciprocity with the countries concerned and has led to more opportunities for participation in Joint Ventures abroad.

At the beginning of last year a separate organization, British Furniture Manufacturers' Export Club Ltd., for member-firms interested in export, was set up and the club now has 70 members.

British Electrical and Allied Manufacturers' Association

THE BRITISH Electrical and Allied Manufacturers' Association, whose member firms cover products ranging from two-pin plugs to nuclear power stations, place high value on Joint Venture schemes with the Board of Trade, The Association's first participation in a Joint Venture was at the International Household Goods and Hardware Fair in Cologne in 1960 – a time when the domestic electrical appliances industry was preparing a heavy onslaught on the European market. The Cologne Fair – which is essentially a buyer's fair attended by buyers of domestic apparatus from all over Europe – was considered to be a particularly good introduction to the West German and European markets.

The financial and practical help given by the Board of Trade, the Central Office of Information and BEAMA itself, was a great help to those companies new to the West European market. The firms had comparatively little to worry about as far as the mechanics of exhibiting were concerned and were free to concentrate on hard selling. One exhibitor was able to arrange a sales conference on the stand, attended by their European distributors.

This first experiment in a Joint Venture proved so successful that BEAMA member-firms participated in Joint Ventures at Cologne again in 1961 and 1962. By this time they all had become sufficiently well established in the European market to branch out on their own. A number of the companies wrote to their Association to say how pleased they were with the success of the displays and how glad they were to have taken part in them. This March BEAMA will launch a 'second generation' of electrical appliance manufacturers into the Europeon market at the 1966 Cologne International Household Goods and Hardware Fair. Western Europe has in fact become Britain's largest export market for domestic electrical appliances.

Besides the culmulative successes at Cologne, BEAMA has taken part in Joint Ventures at the Hanover Spring Fair in 1964 and 1965 (when a highly successful feature, widely publicized in Germany, was an electronic exhibit stressing British techniques in automation). The Association's satisfaction with the Joint Venture Scheme may be gauged by the fact that this Spring they have two group stands in Hanover, as well as one in Cologne; and that the experience gained in Joint Ventures persuaded them to mount displays at the British Pavilion in Lagos in 1962 and they are now taking the whole of the British Pavilion at the forthcoming Johannesburg Republican Festival Show.

Dundee Chamber of Commerce

DUNDEE, Scotland's third largest city and second largest industrial unit, is also the only port on the East Coast of Scotland with deep water wharves. With the emphasis on exporting, the port has an excellent opportunity of providing services both for exporting and importing the requirements of an area of some half a million people. Local industry, encouraged by the energetic Chamber of Commerce, make the most of its export opportunities: heavy and light engineering firms report increased production and well-filled order books, in many cases having gained large contracts abroad despite severe competition.

The Chamber of Commerce is no newcomer to overseas exhibitions – the Chamber's Export Group has arranged displays in Stockholm, Gothenburg, Seattle and Oslo – but their fifth overseas exhibition or Joint Venture display in Copenhagen last April was the largest and best. Even bigger things are planned for this year. The Group are holding an exhibition in Vienna during the week commencing April 18, in connection with which Mr. Armstrong-Payne, the Export Group Convener, flew to Vienna in mid-January and met a designer from COI, London, with whom he decided on the spot the lay-out of the stands, etc. at the Messepalast, where the exhibition is being held. He also had talks at the British Embassy and made final arrangements for his Group's trade mission to Vienna in February. This mission will, amongst other things, appoint agents for firms not already represented in Vienna and undertake market surveys in connection with the April exhibition.

A report on the Copenhagen exhibition by Mr. J. Armstrong-Payne in the Chamber's *Journal* of March 1965 refers warmly to the support given by Government services: '. . . . meetings with the efficient and co-operative Board of Trade and COI officials to decide on stand design, layout, positioning, etc. (the hall had already been found, visited by the Group Chairman and a booking made).' Writing after the event in the next issue of the Chamber's *Journal,* Mr. Armstrong-Payne said: 'The visual displays as well as the design and construction of the stands, were done for us in first-class manner by the Board of Trade, whose ready help and co-operation – and that of the British Embassy officials in Copenhagen – played a large part in the success of the Exhibition.'

The Chamber's latest export idea in connection with British Weeks, British store promotions, etc., is known as the 'Overseas Store Promotions Commando.' The plan is still in its early stages but it will make full use of the Export Group's experience in co-operative effort together with intensive exploitation of the very favourable climate for Scottish goods during British Weeks and similar trade promotion schemes.

The Engineering and Building Centre, Birmingham

'WE THINK Joint Ventures are a terrific incentive, particularly with the recently announced additional Government aid,' says Mr. A. J. Cox, Director of the Engineering and Building Centre, Birmingham. 'They are especially valuable if firms take part sensibly by undertaking the necessary market research or by making full use of British Commercial Officers in the areas concerned.'

The Centre's main function is to act as an information service regarding the source of supply of all British building and mechanical engineering subjects and to operate a permanent exhibition of the products and services of more than 600 member firms. This emphasis on information work, carried out by a trained inquiry staff, enables representatives to go quite frequently to exhibitions at the invitation of the Board of Trade, to assist staff at official information stands. The Centre is also able to carry out a very full service to manufacturers participating in Joint Ventures. Their aim is to relieve firms of as much as possible of the normal work connected with exhibitions. Once a decision to take part has been made, the Centre undertakes most of the detail organization. This includes group shipping, customs clearance, delivery to site, assembly, catalogue entry, stand cleaning, re-packing and return. Participating firms in the Joint Venture can economically investigate or consolidate markets, support an agent or introduce products to potential agents.

The Centre's experience is that, once firms have found what a Joint Venture can do for them, they realise that overseas market research by means of exhibitions is not so formidable, and many have now established themselves abroad by this method. The Centre first made use of Board of Trade assistance at the Vienna International Autumn Trade Fair in 1956, before the term 'Joint Venture' was officially used, and like to consider themselves as among the pioneers of group stand exhibiting. The Centre has arranged group stands, often several times at the same exhibition, at Vienna, Lyons, Lisbon, Stockholm, Zurich, Barcelona, New York and Toronto, and has for several years helped to staff official information stands at Poznan, Brno and Hanover. Plans for 1966 include taking part in trade fairs at Lyons, Oslo and Vienna

Typical success stories

C. Brandauer & Co. Ltd., Birmingham 19, who specialize in the mass production of precision components and assemblies for the electronics industry, obtained as a result of exhibiting at the Paris International Electronics Exhibition, an order for 5 million transistor parts from Austria. Prompt deliveries by air at the rate of 500,000 per week within seven days of receiving the order, together with high quality and a competitive price, has resulted in a further order being placed for 20 million components from the same customer. This has been the outcome of a visit to the Continent by Mr. J. K. Mortimer the sales director, and the factory's ability to quadruple production rates during the last 12 months, which was the result of Mr H. Edwards-Jones the managing director's coast to coast visit to the United States studying new production methods.

Roberts Electrical Co. Ltd., Byfleet, Surrey, manufacture a complete range of automatic equipment designed especially for the amateur's greenhouse, and their experience of exhibiting overseas began in 1962 when they joined the Federation of British Horticultural Exporters and exhibited at the Valenciennes Floralies as members of a Joint Venture. 'Mistakenly,' says Mr. W. A. Haswell, the company's general manager, 'we imagined the French amateur gardener to be as keen on his greenhouse as his British counterpart, and we merely exhibited a selection of our products without a greenhouse. On the first day we realized that the public could not relate our display to a greenhouse and our exhibit was wasted. We have since exhibited a fully automatic greenhouse on the Continent in conjunction with the manufacturers of an aluminium greenhouse, and the results have been very encouraging.'

Mr. Haswell believes that the greatly improved Joint Venture terms enable exhibitors to obtain a firm foothold abroad and, coupled with the other services of the Board of Trade and the COI, at possibly a lower cost than exhibiting in the United Kingdom. 'It is a great pity that more of our members do not avail themselves of the opportunity to help themselves and the community generally,' he says.

Several companies reported success stories in connection with the recent British Week in Milan. Among them were: **Mary Quant Ltd.,** who announced that Milan's biggest department store, La Rinascente, had not only bought the complete collection of Mary Quant clothes that were shown in the store's new boutique during the British Week (some 1,000 units) but had ordered twice this number for their spring stock.

As a direct result of the **Burberry** promotion during the Milan Week, sales to Italy increased by 75 per cent compared to the same period in 1964, and are described as 'equivalent to Christmas trade'. Burberry will open a boutique in a well-known men's clothing shop near the centre of Milan in September 1966.

Beaver and Tapley Limited, have appointed stockists in both Amsterdam and Milan as a result of their participation in both Weeks. Orders for 14 pieces of furniture, shown in the Casa Inglese and the Council of Industrial Design exhibition were received at Milan by this firm.

Jaycee Furniture of Brighton sent a regular delivery of vehicles loaded with their reproduction furniture to Italy every month until the end of 1965, when the deliveries began to be sent fortnightly. Initially serving Northern Italy only, the deliveries are being extended to include Milan, Genoa and Novara and other areas further south. This service follows a visit by Jaycee's export manager to Milan during the British Week.

Ercol Furniture, of High Wycombe, whose sales reached record figures at Amsterdam, have followed this success by selling every piece of furniture several times over that was displayed by their stockists at Milan. The store concerned made the whole of their ground floor showrooms – covering some 3,000 sq. ft. – available to this firm.

'Bentley' pianos were exhibited at the Frankfurt International Spring Fair in 1957 and 1959 by the **Stroud Piano Co. Ltd.,** and returned again in 1963, as part of a Joint Venture by British piano manufacturers, under the sponsorship of the Board of Trade. Following the success of this participation, the Stroud Piano Co. Ltd., has exhibited annually. Frankfurt holds the foremost trade fair for musical instruments in Europe, and as a result of exhibiting, Bentleys opened successful accounts in the Lebanon, Venezuela and Denmark, and have also welcomed established customers from Australia, France, etc., on its stand.

Bentley sales to Germany in 1963 were 73 per cent up on the 1962 figure, and 1964 sales were 46 per cent up on the 1963 figure. Bentleys, with over 40 agents in Germany, now have an established reputation in the Federal Republic. Accounts have been opened during the Fair, and existing accounts cemented, and further new ones opened, by a German-speaking member of the firm visiting dealers in their shops – an essential part of any sales effort which is to have continuing success. The company's success in selling pianos to Germany is due to the competitive price and quality of their goods, and also to making something – a six octave model – which no German manufacturer makes. Bentleys have been supplied to a theatre in Bremen, to schools in Berlin, and a Bentley has been seen on Frankfurt TV.

Many might class exhibiting winter sports equipment in Europe as something akin to carrying coals to Newcastle – but it has paid dividends for **Accles and Pollock Ltd.,** Oldbury, Birmingham, who report a high level of business as a result of exhibiting at the popular three-day SPOGA Fair in Cologne, West Germany, for the past two years.

The company obtained a major order for ski sticks from a leading Austrian firm, and there was considerable interest in a new range of toboggans following their first excursion into Europe in 1964. The pattern was repeated when these products and a wide variety of athletic equipment including javelins, vaulting poles, jumping laths, relay batons and starting blocks went on show last October.

The application of the tube to sport has been pioneered by the Oldbury company and a wide range of sporting goods has been developed over the past 30 years. Other products include more than 30 different types of fishing rods, archery bows and arrows, badminton shafts, standard, two-piece and three-piece billiard cues.

The Apollo Products Division was set up as a separate trading unit in August of last year.

Sedan Products Ltd., Bushey Heath, Herts, are a very small company manufacturing a large range of motor accessories, who took part in the Joint Venture sponsored by the Board of Trade at the Frankfurt Motor Show in September 1965. Although the directors,

---

The Editor, *Board of Trade Journal,* London, S.W.1.

Sir, May I, via your journal, thank the Board of Trade for the assistance they rendered to us in connection with the SPOGA Exhibition in Cologne.

We secured orders from Sears, Roebuck and Co. of America, from Denmark, Sweden and Spain. Also, a nice trade relationship has been established with Germany. Great interest was shown by Mr. S. L. Edwards, HM Minister (Economic) at the British Embassy in Bonn and Herr Theo Buranen – the Lord Mayor of Cologne, in our Tentomatic. They are now both members of the Tentomatic Club!

The exhibition was a great success for us and we must emphasise the point that more traders should take advantage of the help that can be obtained from the Board of Trade.

Our sincere thanks once again to all who helped make SPOGA such a great success.

Yours faithfully,
*Tentomatic Ltd., London, S.W.*16.

Mr. E. A. Cunningham and Mr. S. Stanbrook, make at least three export trips a year, this was their first experience in exhibiting overseas. Frankfurt proved not only an excellent centre for meeting existing export customers, but also to be the mecca for the world's motor trade. Mr. Cunningham and Mr. Stanbrook opened accounts from places as far apart as Tehran and New York. They also found that their goods were very well received by the German motor trade and succeeded in opening accounts in Germany itself.

Firm orders were taken during the show amounting to £5,000, which to the firm was most gratifying. 'We have nothing but praise for the Board of Trade, in mounting this venture and to the SMM & T, and the COI, without whose help we would have been all at sea,' says Mr. Cunningham. 'In our opinion the Joint Venture, used as a spearhead by smaller companies such as ours, could quickly dispel the balance of payment shadow which seems to be forever hanging over Britain's head.'

Archie Shine Limited, furniture manufacturers of North London, displayed their products at the Council of Industrial Design exhibition and the Casa Inglese during British Week in Milan. At the suggestion of Dame Margot Fonteyn two of the bedroom chests displayed in Milan were presented to Italy's prima ballerina, Carla Fracci. Having participated in British Weeks in Amsterdam, Copenhagen and Milan, and in many overseas exhibitions Archie Shine Limited hope to enter the export market on a much larger scale in the future.

During the past few years **T. F. Firth and Sons Ltd.,** Brighouse, Yorks, have taken an active part in a British promotion at Zurich and British Weeks at Dusseldorf, Copenhagen, Amsterdam, and Milan, and in the Joint Venture displays of British carpets in Stockholm, the Frankfurt Spring Fair and the Vienna International Autumn Trade Fair.

They say: 'Successes at these various exhibitions have tended to vary. Nevertheless, our export trade is increasing and last year we were able to beat all previous years with a turnover of over £1 million.

Useful Addresses

BOARD OF TRADE

Overseas Trade Fairs Directorate
Queen Anne's Mansions, Queen Anne's Gate, London, S.W.1. (Tel. Abbey 7877).

Extensions of officers dealing with specific events are given elsewhere in the Supplement.

Co-operative advertising scheme relating to Overseas Fairs: Mr. D. S. Matthews. (Ext. 3372 or 3070).

British Weeks and Store Promotions Directorate is at the same address as above with the same telephone number. Extensions of officers dealing with specific events relating to this Directorate are given elsewhere in the Supplement.

Co-operative advertising scheme relating to British Weeks and Store Promotions: Mr. F. H. Lockyer. (Ext. 2895).

Export Services Branch
Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Telex 25977). For general inquiries ask for the inquiry bureau.

Export intelligence
Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 9633. Telex 25977).

Information Division, Board of Trade headquarters, 1 Victoria Street, London, S.W.1. (Tel. Abbey 7877).

BOARD OF TRADE REGIONAL OFFICES

Northern Region
Wellbar House, Gallowgate, Newcastle-upon-Tyne 1. (Tel. Newcastle 27575. Code ONE 2. 27575. Telex 53178).

Sub-office for Cumberland and Westmorland
West Riding House, 4 Oxford Street, Workington, Cumberland. (Tel. Workington 3788).

Yorkshire and Humberside Region
City House, Leeds 1. (Tel. Leeds 38232. Code OLE 2. 38232. Telex 55472).

Eastern Region
Cromwell House, Dean Stanley Street, London, S.W.1. (Tel. Tate Gallery 6271. Telex 25991).

London and South Eastern Region
Cromwell House, Dean Stanley Street, London, S.W.1. (Tel. Tate Gallery 4355. Telex 25991).

South Western Region
Prudential Buildings, Wine Street, Bristol 1. (Tel. Bristol 294821. Code OBR 2. 294821. Telex 44214).

Midland Region
Somerset House, 37 Temple Street, Birmingham 2. (Tel. Birmingham Midland 8221. Code 021. MID 8221. Telex 33702).

North West Region
Sunley Buildings, Piccadilly Plaza, Manchester 1. (Tel. Manchester Central 2171. Code 061. Cen 2171. Telex 66104).

Wales
Government Buildings, Gabalfa, Cardiff. (Tel. Cardiff 62151. Code OCA 2. 62151. Telex 49267).

Scotland
314 St. Vincent Street, Glasgow, C.3. (Tel. Glasgow City 2855. Code 041. CIT 2855. Telex 77583).

District office
29a High Street, Inverness. (Tel. 30867/8. Code OIN 3. 30867).

Northern Ireland
Ministry of Commerce (Northern Ireland)
Chichester House, 64 Chichester Street, Belfast 1. (Tel. Belfast 28271. Code OBE 2. 28271. Telex 74578).

EXPORT CREDITS GUARANTEE DEPARTMENT

Barrington House, 59-67 Gresham Street, London, E.C.2. (Tel. Monarch 6699).

BRITISH NATIONAL EXPORT COUNCIL

28 Northumberland Avenue, London, W.C.2. (Tel Whitehall 3121).

Also at the above address are:

The Commonwealth Export Council.
The Export Council for Europe.
The Committee for Middle East Trade (also at 33 Bury Street, London, W.C.2. (Tel. Trafalgar 1170).
The Committee for Exports to Latin America.
The Committee for Exports to Australia.
The Committee for Exports to Africa.
The Committee for Exports to Asia.
The Committee for Exports to the Caribbean.
The Committee for Exports to New Zealand.
The Committee for Exports to Israel.
The Committee for Exports to Canada
21 Tothill Street, London, S.W.1. (Tel. Whitehall 6711).

The Committee for Exports to the United States is at the same address.

CONFEDERATION OF BRITISH INDUSTRY

21 Tothill Street, London, S.W.1. (Tel. Whitehall 6711).

ASSOCIATION OF BRITISH CHAMBERS OF COMMERCE

68 Queen Street, London, E.C.4. (Tel. City 7211).

BRITISH OVERSEAS FAIRS LTD.

21 Tothill Street, London, S.W.1. (Tel. Abbey 6376).

INDUSTRIAL AND TRADE FAIRS LTD.

1 to 19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

For a list of Commercial Officers and their addresses see *Board of Trade Journal* of November 26, 1965, pages i-viii.

Lists of other offices of the Export Credit Guarantee Department and of the Confederation of British Industry may be obtained from the head offices. A list of the Regional Chambers of Commerce may be obtained from the Association of British Chambers of Commerce.

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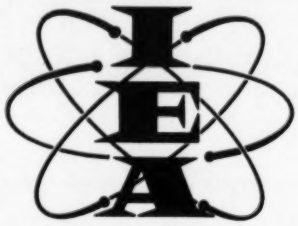

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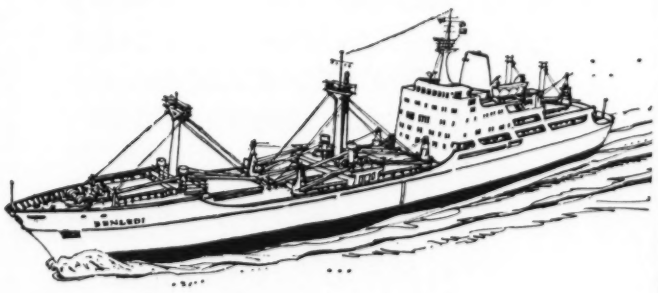

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Manufacturers who may require the advice and assistance of export consultants in connection with their participation in OVERSEAS TRADE FAIRS, BRITISH WEEKS and STORE PROMOTIONS *should contact for further information*

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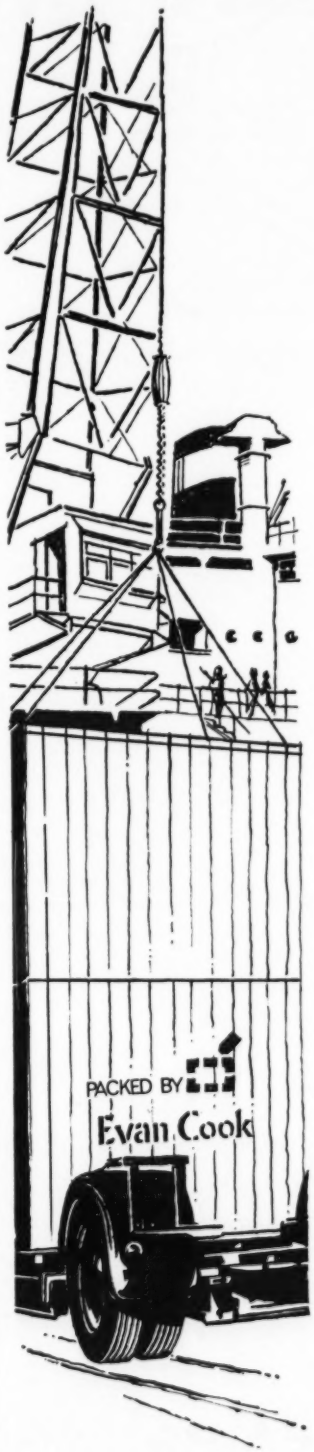

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Thanks to substantial financial assistance from the Board of Trade, British Overseas Fairs are able to offer space at these Fairs at a nominal rate. For further details please write or call the organisers:

BRITISH OVERSEAS FAIRS LIMITED 21 TOTHILL ST, LONDON, SW1. Tel: ABBEY 6376.

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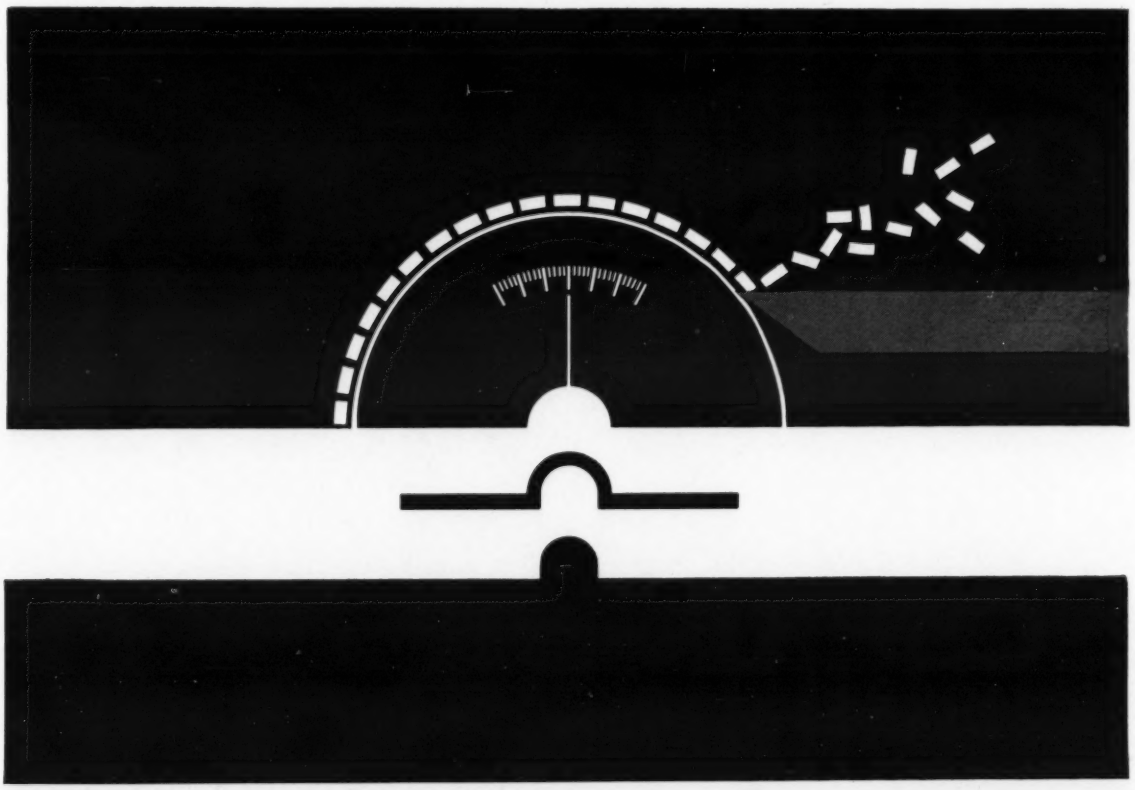

Full information from: The Secretary, THE GAUGE & TOOL MAKERS' ASSOCIATION
Standbrook House, 2/5 Old Bond Street, London W.1. Tel: HYDE PARK 3451/2

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